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Manufacturers record

THE INDUSTRIAL SOUTH

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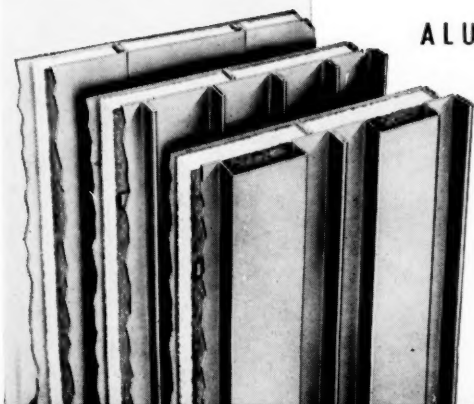


Congressman Jim Wright Checks Plans For New Electronics Plant As Vactron Corporation Breaks Ground At Mansfield, Texas.p. 9

A CONWAY PUBLICATION EST. 1882

INSULATED METAL WALLS

for INDUSTRIAL and COMMERCIAL BUILDINGS
ALUMINUM, STAINLESS or GALVANIZED STEEL

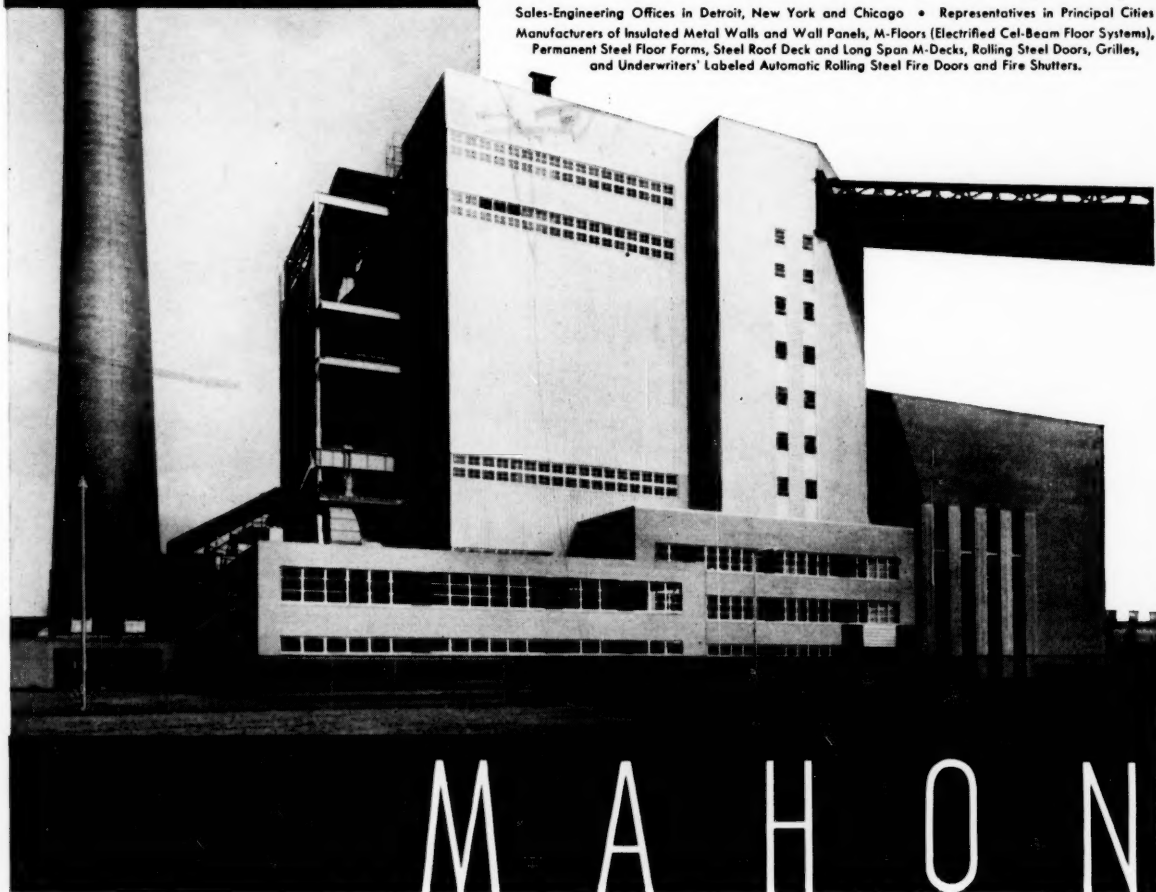


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MAHON

Manufacturers record

NEWSMAGAZINE OF SOUTHERN
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BPA

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H. McKINLEY CONWAY, JR. Editor and Publisher

H. G. Hand, Jr. Advertising Director
D. G. Coleman Editorial Assistant
H. Q. Harrington Advertising Assistant
Lyla J. Downs Circulation Manager
R. K. Conway Business Manager
D. M. Booker Research Assistant
H. C. Ley Research Assistant

OFFICES AND REPRESENTATIVES

BALTIMORE — Harold L. Sorrell, Production Manager, 109 Market Place, Tel. Lexington 9-7065.

CHICAGO — Harley L. Ward, Inc., Advertising Representatives, 360 N. Michigan Avenue, Tel. Central 6-6269. Douglas H. Donohoo and Ed Crilly, Representatives.

DALLAS — Richard Hoierman, Southwestern Representative, 921 N. Peak Street, Dallas 4, Texas; Tel. Tremont 0202.

LOS ANGELES — Duncan A. Scott & Company, Advertising Representatives, 2978 Wilshire Boulevard, Tel. Dunkirk 8-4151. Peter Schulz, Representative.

NEW YORK — Norris H. Evans, Advertising Representative, Upper Montclair, New Jersey, Tel. Montclair 2-6951, New York Plaza 5-1127.

ORLANDO — Charles Layng, Associate Editor and Executive Representative, 714 Oak Avenue, Tel. 2-3244.

SAN FRANCISCO — Duncan A. Scott & Company, Advertising Representatives, Penthouse, Mills Building, Tel. Garfield 1-7950. Cyril B. Jobson, Representative.

WASHINGTON, D. C. — Caldwell R. Walker, Washington Correspondent and Associate Editor, 2415 E. Street, N. W., Tel. District 7-3727.

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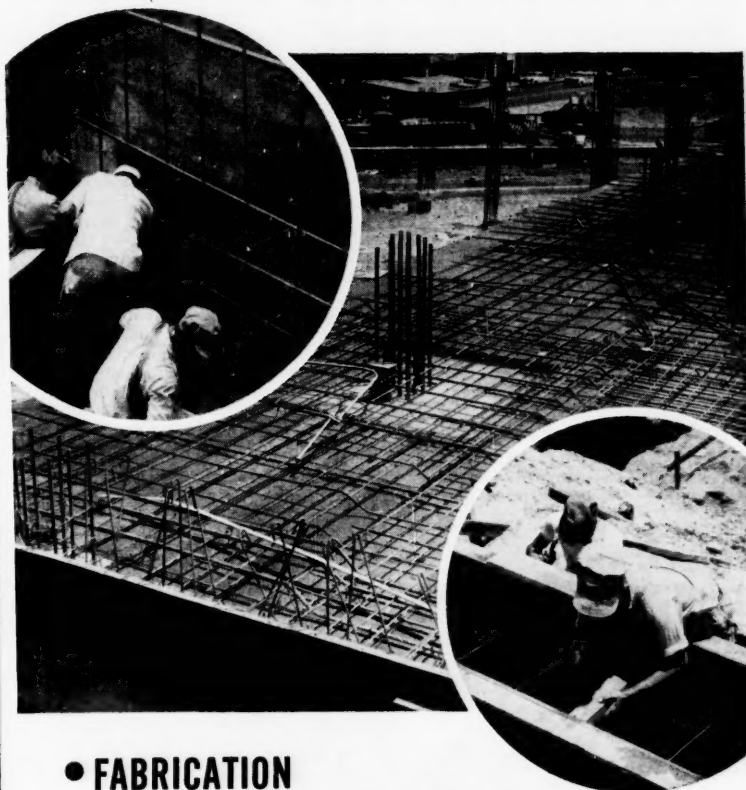
Subscribers to the RECORD receive without additional cost the annual SOUTHERN INDUSTRIAL DIRECTORY and the BLUE BOOK OF SOUTHERN PROGRESS when issued. Other Conway Publications include INDUSTRIAL DEVELOPMENT, the national magazine of area analysis and business site selection, and the SITE SELECTION HANDBOOK. All correspondence should be addressed to Conway Publications, North Atlanta 19, Ga.

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LETTERS

SIRS: An article entitled "The Atom-Multi-Billion Southern Industry," published in your January 1956 issue, has been called to my attention.

It is very surprising to discover that although this article makes extended reference to a number of companies engaged in nuclear work, there was no reference to us. This despite the fact that our main manufacturing plant, located in Chattanooga, Tenn., is currently doing more work on heavy nuclear reactor components than any other company in the country. We are also the third major contractor selected by AEC to design, develop and build a complete naval nuclear power reactor system. The other two are Westinghouse and General Electric.

I enclose a brochure and reprint of a recent advertisement which cover our activities in the field of nuclear power since the end of the war some ten years ago. We regard ourselves—with reason, we believe—as one of a handful of companies that may properly be regarded as leaders in the field of nuclear power, and it is therefore difficult for us to understand the omission of any reference to us in your article, especially in view of the reference made to us and our atomic work on page 27 of your February issue.

CHARLES McDONOUGH,
Combustion Engineering, Inc.
New York 16, N. Y.

SIRS: I have received many nice comments concerning the article in the February issue and I think you and your staff certainly did a fine job in the way you presented it.

May I take this opportunity to also thank you and your staff for the fine job you all are doing through your magazines and publications for our Southland.

CHARLES R. YOUNTS, Pres.
Plantation Pipe Line Co.
Atlanta, Ga.

SIRS: Would you please send me a sample copy of the MANUFACTURERS RECORD. Am thinking of subscribing for my son—now in Chicago, who is thinking of returning to the South. I don't know anything better than the RECORD—as it used to be at least—to make him WANT to come.

JOHN P. WILLIAMS
Montreat, N. C.

SIRS: I feel certain that MANUFACTURERS RECORD, like earlier Conway publications, will play a useful role in the development of Southern science and industry.

C. H. FISHER, Chief of Branch
U. S. Dept. of Agriculture
New Orleans, La.

SIRS: We have received our first copy of the new MANUFACTURERS RECORD and we wish to congratulate you.

For years we subscribed to the MANUFACTURERS RECORD DAILY BULLETIN, giving a listing of building contracts awarded, also announcement of low bidders and new jobs contemplated. Do you plan to issue such a bulletin? If so, we would like to have some information about it.

H. T. WAGENER, Pres.
James McGraw, Inc.
Richmond, Va.

► The DAILY BULLETIN has been discontinued. However, we will continue carrying data on new plant construction in the RECORD.

SIRS: The January issue of the RECORD is a dandy. The format is clean, the copy reads well, and the range is broad and comprehensive. I don't see how anyone in the region it serves can be without it.

WILLIAM C. ESTLER
Stanford Research Institute
Menlo Park, Calif.

SIRS: Incidentally, I would like to take this opportunity to congratulate you on the acquisition of the MANUFACTURERS RECORD and on its pleasing new format and style. I am sure that under your competent leadership, the magazine will prove to be of real interest to all those in industry in the South.

A. R. TIMBERMAN, JR., Mgr.
Committee of 100
Tampa, Fla.

SIRS: I have been following your progress during the past year with admiration and satisfaction. You have well earned these good things.

The MANUFACTURERS RECORD will go places now after too many years of stagnation. It has a fine reputation even after the long period of languish.

HAROLD R. MURDOCK
Consulting Engineer
Atlanta, Ga.

SIRS: . . . We would like to advise that in this release of January 1956 on page 67 you have listed at Milton and Pensacola, Florida, Escambia Bay Chemical Corporation and Gulf Chemical Company.

In the early history of our company, which was organized in October, 1954, by United Gas Corporation, Electric Bond and Share Company, and National Research Corporation, the venture in the petrochemicals field was called Gulf Chemical Company. It later developed that this was too closely similar to several other groups, and it was thought it would cause confusion with various operations. Accordingly the name of the company was then changed to Escambia Bay Chemical Corporation.

The plant for the production of anhydrous ammonia, ammonium nitrate solutions, and prilled ammonium nitrate, is now complete. The plant site is located twenty miles east of Pensacola on Route 90. It is within six miles of Milton, Florida. The rail destination is Pace, Florida. In view of this not too uncommon difficulty, we have used the Pensacola mailing address because of its being better known throughout the country.

D. J. STARK, Vice Pres.
Escambia Bay Chemical Corp.
Pensacola, Fla.

SIRS: Thanks very much for your nice article on Puritan in the January issue.

A. L. FELDMAN, Pres.
Puritan Chemical Co.
Atlanta, Ga.

SIRS: I have just looked through the January issue and am very much impressed with its appearance and its editorial contents. Congratulations on the fine job which has been done!

JOHN B. MAYO, Acct. Exec.
Bennett-Advertising, Inc.
Raleigh, N. C.

LETTERS

SIRS: We are open for some contacts with contractors in or near Greensboro, N. C., who would be willing to make ladies flannelette gowns and pajamas for us.

If you could give us the names of such sources, we would be glad to get in touch with them. Thanking you in advance for any information or suggestions as to how we might procure such contacts.

E. R. SPEAR
Janet Maid Mfg. Co.
565 Broadway
New York, N. Y.

► Sorry, we don't have this information, but perhaps some of our readers can help.

SIRS: Have read **MANUFACTURERS RECORD** steady for 36 years. There is a big demand to include Delaware, Kansas, Puerto Rico, Canal Zone.

They were slave states, slave territory, divided in the war, settled by the South before and after 1860, sentimentally and economically affiliated with the Southeast. It leaves a bad gap vacant to exclude them. North America is getting warmer and they are becoming fully southern in products, negroes, southerners, etc.

It would widen your circulation and make a lot of new friends to include them. (The border of Illinois, Indiana, Ohio, New Jersey is below the Mason-Dixon line, settled by the South and Negroes more and more southern products, ownership and management, more and more—they call themselves "Little Dixie." Our complete grip on them will give us undisputable control of the U. S. (Along with the Southwestern States of Colorado, Utah, California, New Mexico, Arizona, Nevada, and Hawaii.)

It won't be long before the southern half of the country completely rules the northern half (New Jersey to Oregon).

ALLYN T. GLEAVES
Hotel Jacksonville
Jacksonville, Fla.

► We have deliberately limited our coverage to the territory included in the Southern Governors' Conference. If reader Gleaves can persuade the Governors to take in additional territory, we will be happy to follow.

SIRS: . . . For 47 years I worked part of the time in the South, beginning in 1898 when I made a forage survey of Louisiana with a view to more and better forage crops and more milk for the children. From 1899 to 1930, I cooperated with all southern experiment stations in producing more and better forage and cereal crops, while with the U. S. Department of Agriculture. From 1935 until retirement in 1943 (at 70) I represented the Tennessee Valley Authority, the Federal agencies, and the State Experiment Stations of the entire United States in cooperation in testing new phosphates produced by TVA. In that time I saw great changes taking place in the South, and the beginning of the new industrial development, which provides so much sorely needed employment.

The Southern Association of Science and Industry has played a glorious part in these recent developments, and we are all proud of that fact. This expanding of the scope of its publication will render further aid in simplifying the sources of the much needed information. May the progress long continue.

DR. CARLETON R. BALL
3814 Jocelyn St., N. W.
Washington, D. C.



- 80% of moving parts eliminated by stationary wheel design
- Capacities from 3 to 50 tons per hour
- Lengths: 15 to 125 feet, in multiples of 5 feet
- Furnaces can be tapped direct into the machine—eliminating the furnace-to-ladle operation.

Foundries and small capacity metal producing operations particularly benefit from the simplified design of these machines. The unique stationary wheels are the basic reason why the machines assure much more efficient casting and far longer service. In this design the idler wheels are mounted on the frame, rather than on the moulds, thus keeping them as far as possible from the hot metal. Completely self-contained, the unit includes the machine proper, a motor gear unit, and a variable speed reducer and drive.



Baltimore G & E Builds New Plant, Erects 9½-Mi Line

**Triple-circuit steel towers connect
new steam electric generating
station with 110,000-volt system**

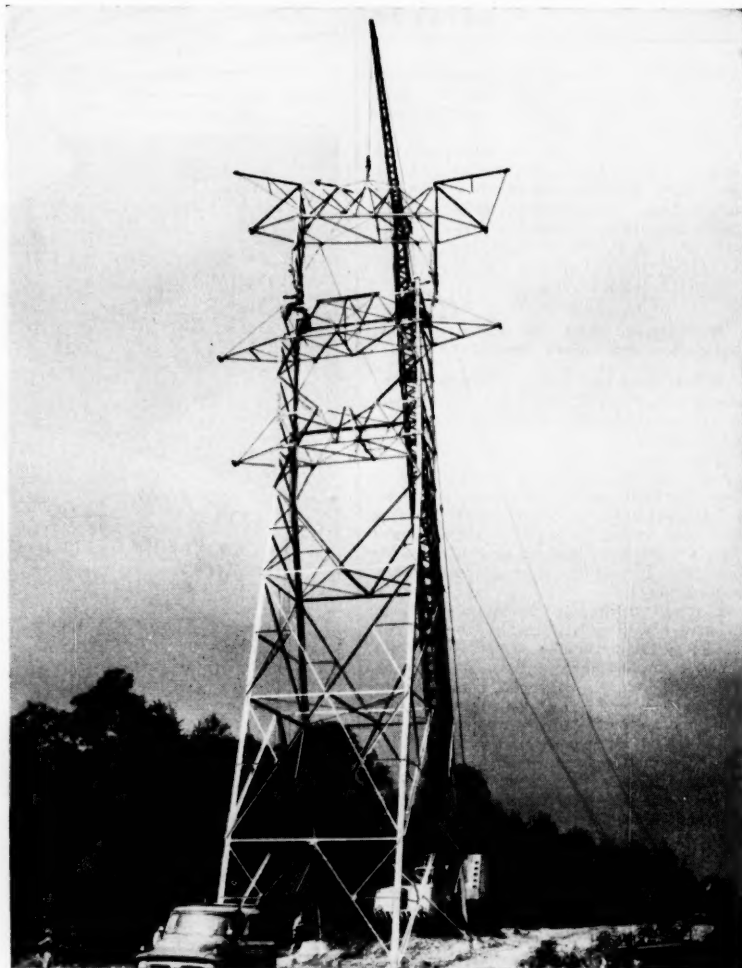
With customer demands for electric power constantly increasing, Baltimore Gas and Electric Company (formerly Consolidated Gas Electric Light and Power Company of Baltimore) has a number of important projects under way. Included is the construction of Herbert A. Wagner steam electric generating station at Hawkins Point near the Baltimore city limits. The new plant will accommodate eight generator units. The first, a 125,000-kw unit, will be placed in service early in 1956.

9½-MILE LINE . . . Distribution of the new station's output is to be through an existing switching structure located 9½ miles away. Triple-circuit galvanized steel towers, designed and fabricated by Bethlehem, will carry 110,000-volt circuits connecting the two points. Initially one circuit consisting of 1,033,500 cm A.C.S.R. power conductors and a ¾-in. E. H. S. Copper-weld overhead ground wire will be installed. The remaining two circuits will be added at a later date.

It is interesting to note that the capacity of the new circuit, approximately 250,000 kva, is more than the Baltimore Company's total electric load just twenty years ago!

FABRICATED AT LEETSDALE, PA. . .

The 75 towers used for the line from the Herbert A. Wagner Station were detailed, fabricated, and galvanized at

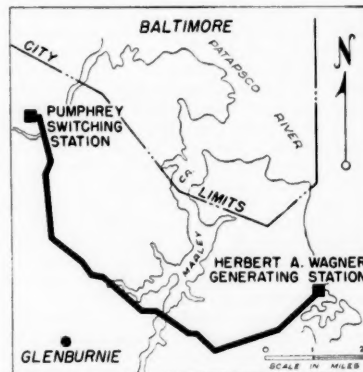


Men of Baltimore Gas & Electric Company's overhead division are shown erecting a top frame which had been pre-assembled on the ground. The line's 75 steel towers average 100 ft in height.

our fabricating works at Leetsdale, Pa., near Pittsburgh. Approximately 1100 tons of steel were used for the towers, which average 100 ft in height.

If you are in the market for transmission towers and switching structures, we suggest that you keep Bethlehem in mind. Our shops at Leetsdale, and at South San Francisco, Calif., and Seattle, Wash., are well equipped to handle all your requirements, small or large, simple or complex.

For additional information, please get in touch with the Bethlehem sales office most convenient to you.



The new transmission line extends from the generating station at Hawkins Pt. 9½ miles to Pumphrey Switching Station on the 110-kv system.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



Biting The Hand That Feeds

At a recent meeting in the South we heard the head of a non-profit social research organization express the opinion that the degree of unionization of labor in a typical Southern city constituted a measure of the relative development or maturity of the city. It was indicated that cities in which business and governmental leaders have been successful in averting compulsory unionism are "immature" and "undeveloped."

Of course, there are people who believe these things and engage in spreading this type of propaganda. But most of them are on the payrolls of labor unions or other organizations whose purposes are well known.

The remarkable aspect of the example we cite is that the individual we mention was employed by a foundation which in turn received its funds from the estate of a well-known business leader!! Thus, money earned in our American enterprise system is supporting a man who does not advocate it.

This is a clear case of biting the hand that feeds. And such cases are by no means rare, nor are they confined to small, insignificant operations.

Henry Ford no doubt has done some flip-flops in his grave recently as some of the activities now supported by his estate have been brought to light. Of particular interest has been the Fund For The Republic set up in 1952 by a \$15 million grant from the Ford Foundation.

Established for the purpose of promoting the principles laid down in the U. S. Constitution and the U. S. Bill of Rights, the Fund has approached its objectives in a manner which, at best, can only be described as unusual.

The Fund's Director, Robert Hutchins, on a recent nationwide TV program would not be pinned down on the question "Would you employ a communist?" Hutchins says there are good communists and bad communists and he doesn't like to generalize about them.

And we are not reassured to learn that the Fund gave a \$5000 grant to a man who a month earlier had taken the 5th amendment under questioning about his communist ties. Nor are we impressed with the Fund's judgment in employing Earl Browder as a consultant.

That Henry Ford II was unhappy about these revelations goes without saying. But he points out that, having established the Fund and turned it over to a Board of Trustees and staff, Ford has no further control over it.

All of which points up the need for more careful planning in establishing foundations to administer funds made available by generous and far-sighted industrialists. It is increasingly important that such resources be invested in such a way as to support our American enterprise system while working toward their other goals.

Far too many foundations seem to feel that it is necessary to apologize for private enterprise. Those associated with profit-making firms are regarded as less "pure" or less "worthy" than those who are employed by non-profit institutions. Grants go only to those not tainted by any suggestion of "commercialism."

And, unfortunately, there is a growing tendency to look upon anyone who dares to challenge this trend as an extremist to be grouped with the McCarthys and the fanatic reactionaries. As in many fields, those of moderate, constructive viewpoint are not heard.

We'd like to see more foundations preach the principles of America's private enterprise system in scientific, medical, and educational fields. We'd like to see more funds invested to support research workers who believe in private ownership, private initiative, the hope of reward, and the expectation of material achievement.

We like the illustration suggested recently by John C. Sparks in the bulletin of the Foundation for Economic Education. Suppose, he said, you had lived in 1900 and somehow were confronted with finding a solution within 56 years to any one of the following problems:

1. To build and maintain roads adequate for use of conveyances, their operators, and passengers.
2. To increase the average span of life by 30 years.
3. To convey instantly the sound of a voice speaking at one place to any other point or any number of points around the world.
4. To convey instantly the visual replica of an action, such as a presidential inauguration, to men and women in their living rooms all over America.
5. To develop a medical preventive against death from pneumonia.
6. To transport physically a person from Los Angeles to New York in less than four hours.
7. To build a horseless carriage of the qualities and capabilities described in the 1956 advertising folder of any automobile manufacturer.

Without much doubt you would have selected the first problem as the one easiest of solution. In fact, the other problems would have seemed fantastic and quite likely would have been rejected as the figments of someone's wild imagination.

Now, 56 years later, let us see which of these problems has been solved. Has the easiest problem been solved? No. Have the seemingly fantastic problems been solved? Yes, and we hardly give them a second thought.

The Government's Horseless Carriage

It is not accidental that solutions have been found wherever the atmosphere of freedom and private ownership has prevailed wherein men could try out their ideas and succeed or fail on their own worthiness. Nor is it accidental that the coercive force of government—when hooked up to a creative field such as transportation—has been slow, plodding, and unimaginative in maintaining and replacing its facilities.

Does it not seem odd that a privately-owned automobile company found it expedient to sponsor a national contest with tremendous prizes and to conduct its own search in order to correct the faults of the publicly-owned and inadequate highway system? The highway dilemma has become more and more acute until someone other than the public owner seeks an answer. If the points of ownership had been reversed in 1900—that is, motorcar development in the hands of the government, and highways left to private individuals—we would today likely be participating in a contest sponsored by the privately-owned highway companies to suggest how to improve the government's horseless carriage so that it would keep pace with the fine and more-than-adequate highways.

—H. M. C.

"PEOPLE are the Greatest Invention Yet"

Visitor to Telephone Company exhibit says: "The man of the house came out with a new reverence for engineering. I came out with a new reverence for people."

"We went to the Telephone Company's Open House," writes Evadne Scott Beebe in the *Zion-Benton News*, "and saw the electronic brain playing tick-tack-toe."

"My husband was enthralled with the performance but I was watching the deft, well-groomed hands of the woman displaying the machine. She wore a wedding ring and I wondered about her home and family."

"After we listened to her little speech we went to a man in a brown business suit who told us how telephone bills are made out. Then a



MANY OTHER EXHIBITS. In addition to Open Houses at telephone companies, there are many other occasions and places where the story of the telephone is brought to you. These include fairs, lectures, moving pictures and traveling exhibits. Everyone is welcome. Bring the children, too.



INTERESTED VISITORS—Pat Haan, a telephone accounting clerk, explains billing machine to Mrs. Beebe and her husband. "I was so impressed with everything I saw," says Mrs. Beebe, "that I went right home and wrote a piece for our local newspaper." It's so human and friendly that we are reprinting it here.

clear-eyed young woman operated the machine for us. To be sure, it was an amazing gimmick, but not nearly so attractive as the girl who handled it so well.

"Outside we stopped by a truck with an 'earth auger' and other modern attachments. Explaining their uses was a big, jovial lineman."

"While we listened to an account of how fast the auger could dig a hole, I was looking at the man and thinking that here was the typical lineman, strong, alert, capable and kindly, a person who, in times of disaster, becomes a kind of unsung hero."

"My husband said, 'This is what I want to see,' as we went into the equipment building. Here we saw switches and relays, ringing machines, countless colored wires in patterns like quilt

blocks, and listened to technical explanations."

"That is, my husband listened. I watched the men as they talked so intelligently and wondered where they live, who cooks their meals and irons their shirts, what their problems are, and if they were ever in love."

EVADNE SCOTT BEEBE,
Zion-Benton (Ill.) News

There is, indeed, a lot of wonderful equipment in telephone service. But it takes more than 740,000 Bell System men and women to bring it into being and make it work. And because more people are making more use of their telephones, the number of employees is growing all the time.

"People," as Mrs. Beebe points out, "are the greatest invention yet" in the telephone business.

BELL TELEPHONE SYSTEM



EDITED BY

Richard Edmonds...1882-1930
Frank Gould1930-1943
William Beury ...1943-1955
McKinley Conway..1956-

MANUFACTURERS RECORD

(IN REVIEW)



APRIL, 1883

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

Seeing by Electricity

During the last few years the world's knowledge of the uses to which electricity may be applied has been greatly enlarged. We are now doing things by electricity which are truly wonderful, and which not many years ago would have been ridiculed as impossible. In speaking of this subject a recent writer says: Transmitting the human voice by electricity seems miracle enough for one age to realize and develop into commercial value of great importance; but it sounds tame enough beside the possibility, already experimentally demonstrated, of transmitting visual impressions at any distance by the same agency. Yet the entire feasibility of conveying vibrations of light by means of electricity is now proved beyond a doubt. In other words, it is now not only possible to speak with your distant friend, but you can at the same time see him, and he can also see you, though separated by hundreds of miles. The name of the instrument which will enable us to do this is the electroscop.

It is the very latest scientific discovery, and is to be credited to the genius of Dr. Gnidrah, of Melbourne, Victoria. An entirely satisfactory test of the instrument was recently made at Melbourne in the presence of about forty scientific and public men. Sitting in a dark room they saw projected on a large disk of white burnished metal the race-course at Flemington, some miles distant, with its crowds of active beings. Each minute detail stood out with marvelous fidelity to the original: and, as they looked at the wonderful moving picture through binocular glasses, it was difficult to realize that they were not actually gazing on the course itself. The possibilities of this discovery are regarded as almost illimitable for commercial purposes, to say nothing of the thousands of ways it can be utilized in the domain of art and amusement. It really makes one doubt the accuracy of the opinion that has been held for ages respecting the romance of the "See All, Carry All and Cure All" of "The Arabian Nights."

The Chance for Small Industries In the South

While cotton mills and iron furnaces yield a handsome profit in the South, yet it requires a large capital to construct and operate them, so that it is only here and there that one can be started; but there is no such limit to many smaller industries that need comparatively little capital. There are thousands of openings throughout all parts of the South for various kinds of smaller industries that will pay well—better in proportion, probably than the big mill or furnace.

At present the South buys almost everything from the North, and a Southern paper could well say lately that "we sleep on Yankee beds, we walk on Yankee carpets and matting, wash in Yankee basins, with water poured from a Yankee pitcher, drawn from a well by a Yankee bucket; wipe our hands and face on a Yankee towel, comb our hair

before a Yankee looking-glass, with a Yankee comb and brush, eat from Yankee plates, and run our farm or shop with Yankee implements and tools."

This is all true, and even more might be added to it. As yet the South makes very few of these things needed in daily life; but she has advantages and facilities for doing so that must be improved in the future; and to the enterprising men with small capital, as well as to him who has plenty, the Southern States extend an invitation to come and occupy, with every assurance of success.

One soap manufactory, one cracker manufactory, one cotton press manufactory, two sash and blind manufactories, one brick and tile manufactory, and one cotton compress company, have been organized at Montgomery, Ala., within the last sixty days.

The Norfolk & Western Railroad Company is negotiating for the purchase of the salt works at Saltville, in Washington county, Va., owned by Messrs. Palmer & Stewart. These gentlemen have refused an offer of \$200,000, but it is thought the purchase will yet be effected, after which the railroad company will build a branch road connecting with the Norfolk & Western at Glade Spring.

At a meeting of the Lynchburg Chamber of Commerce, in regard to soliciting subscriptions to establish a woolen mill at that city, it was stated that \$150,000 could be easily raised, and it was determined to enter into correspondence at once with the proper parties for the establishment of this mill.

The mines at Ducktown, N. C., are to be

put in operation as soon as possible, and one thousands hands are to be put on the railroad from that point to Cleveland.

Messrs. Jas H. Millikin & Sons, manufacturers of whips and whip thongs, No. 20 Light Street, report business as quite brisk. This factory was established in 1830 by Mr. James H. Millikin, the present senior partner. The specialties of the factory are whips and whip thongs, and their chief article is the Baltimore monumental rawhide carriage whip, patented June 26, 1877, and of which they are the sole manufacturers. The factory is three stories high, with a front of thirty feet and a depth of one hundred and ten feet. Employment is given to thirty hands.

H. F. Debardeleben and other gentlemen, Birmingham, Ala., have formed a new furnace company, for the erection there of an immense blasting furnace, which will be a duplicate of the famous Isabella furnace, of Pennsylvania, the largest furnace in the United States, with a daily output capacity of 200 tons of iron. Ground will be broken in ten days for the foundation of the new furnace, which will be located on a lot adjoining Debardeleben's new firebrick factory.

The Palm Paper Company of Washington, D. C., has decided to build in Jacksonville or Fernandina, Fla., a pulp mill, to cost \$150,000 for the manufacture of pulp from the palmetto tree. The capacity of the mill will be twenty tons of pulp per day, and the product will be disposed of to the paper mills, to be used in the manufacture of paper, for which it has been demonstrated the palmetto pulp is admirably adapted.

No Hotel, Restaurant, Boarding House or Private Family Should be Without Them.

WHENEVER USED, GIVE ENTIRE SATISFACTION.
Over 100,000 now in use.

It is simply an Indispensable Article of Utility and Luxury for every Dining and Rich Room, as when in use one is entirely freed from the annoyance of Flies. We are the General Southern Agents for the Improved Fans, and will guarantee prices for the season and protect our customers to the fullest extent.

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NEW USE FOR GRATING -- SUN SHADES FOR MODERN SCHOOLS

Light aluminum grating for SUN SHADES on schools is in perfect harmony with modern school design — allows 80% passage of light and air without the accompanying penetrating rays of the sun. Because they are aluminum they are maintenance-free. Furthermore, they provide a permanent working platform for easy access to windows.

Only the finest precision manufacturing would satisfy the architect who designed the school shown here. BORDEN is recognized as a leader in quality custom-manufactured gratings, in ferrous and non-ferrous metals.

Other uses for grating in school design: Areaways, boiler rooms, laboratories, gridiron catwalks in auditoriums and gymnasiums, footscrapers and window guards.

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BORDEN METAL PRODUCTS CO.

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NAME

TITLE

COMPANY NAME

ST. AND NO.

CITY AND STATE



Biggest in the South—General Electric's gigantic Appliance Park in Louisville houses a variety of manufacturing activities including several electronics units.

South Gains In Electronics

MANSFIELD, TEXAS. Vactron Corporation broke ground here a few weeks ago for a new plant and laboratory for the manufacture of television picture tubes and other electronic apparatus. (See cover.)

And the significant aspect of the local ground-breaking is that it is nothing unusual in the South today. For the region is in the midst of an electronics boom extending from Maryland to Texas and from Kentucky to Florida.

Throughout the South new electronics enterprises are springing up in areas where such industries were nonexistent less than a decade ago. The new plants involve expansions of nationally-known concerns as well as home-grown industries developed by enterprising Southern scientists and businessmen.

Typical of the latter is ORRadio Industries, Inc. of Opelika, Alabama. The company was founded several years ago by J. Herbert Orr who became an expert on magnetic recording tape while serving with the army in Germany during World War II.

Orr brought back with him a Ger-

man technique for manufacturing recording tape, and today his company is one of the four top producers in the country. His "Irish" brand tape is made in some fifty different varieties and is sold nationwide as well as in the international market.

An example of a transplanted firm is O. E. Szekely and Associates, Inc., formerly of Philadelphia and recently located in a new plant at Commerce, Georgia. Szekely manufactures elec-



Electronics plants located as far South as Miami may still serve national markets because many items have a high ratio of value to bulk or weight and transportation costs are small. An example is this new transistor made by Texas Instruments.

tronic components for the armed services, particularly for aircraft applications. Signal generators and radar antenna are key products.

One of the fastest growing electronics outfits in the South is Collins Radio Company of Texas. The firm just recently obtained an ODM certificate of necessity amounting to more than \$2 million to cover expansion of facilities at Richardson.

Another fast-growing company is Johnson Electronics, Inc. at Orlando. Johnson manufactures coils for guided missiles as well as for radio and TV manufacturers, serving such well-known firms as Motorola, Admiral, Magnavox, and Crosley.

Still another Southern success story is that of Hastings Instrument Company of Hampton, Virginia. Organized by Charles Hastings, a young electronics engineer, the company in a few years had become a major producer of electronic navigation equipment. The latest addition to the product line is the Raydist Plotter, small and light enough to be installed in the pilot's compartment of an aircraft to give continuous flight position data.

In Dallas, Texas Instruments, Inc. has set a fast pace both in product development and facility expansion. Only recently the company bought out the Burlington Instrument Company of Burlington, Iowa. The firm also owns Houston Technical Laboratories, now operated as a subsidiary.

Today Texas Instruments supplies more than one-third of the nation's transistors with annual sales of some \$28 million. The company is the largest producer of germanium radio transistors and the only current commercial source for high temperature silicon transistors, according to President J. E. Jonsson.

Another Southern success story is that of Radiation, Inc. at Melbourne, Florida. Headed by Florida-educated Homer Denius, the firm has recently expanded into a second plant at Orlando.

Consolidated Productions, Inc. at Ft. Lauderdale and Radiation Research Corporation at West Palm Beach are examples of small but fast developing organizations. There are similar examples throughout the South.

A recent newcomer is the Barnett Instrument Company at Clarksville, Tennessee. This is a division of Chicago Industrial Instrument Company and is engaged primarily in the manufacture of electronic testing equipment.



Southern labor has been found to be readily adaptable to the production of intricate electronics assemblies. These female workers occupy one section of Western Electric's huge new plant in Winston-Salem. The company has several other plants in North Carolina.



Another large user of labor is this Bendix Radio plant in Baltimore. Bendix occupies some 14 buildings in the Baltimore area, demonstrating the fact that electronics activities tend to grow rapidly in a given area once a nucleus is established.

Of course, the big names in electronics account for the largest investments and the greatest employment in the region. General Electric, for example, has located 19 major plants in the South during the past decade. These units employ nearly 30,000 workers and represent a tremendous stimulus to the economy of the region.

Another major investor in the South is Western Electric with five plants in North Carolina. This huge complex has grown from one pilot operation established in North Carolina a few years ago as a result of a survey made by Western Electric engineer Robert Marshall and several associates.

Many of the South's important new electronics industries are closely related to the aircraft industry. Bendix Radio is now completing a new \$2 million engineering building adjacent to its main plant in Towson, Maryland. The firm occupies some 14 other buildings in the Baltimore area.

Radio Corporation of America has an important electronics operation at Melbourne, Florida. Details of the operation are not revealed, but it is evident that the operation is related to the long-range missile test facility there.

Similarly, Douglas Aircraft has recently located an important missile facility in Charlotte. And elsewhere in North Carolina are new plants of such firms as International Resistance, Cornell-Dubilier and Pyramid Electric.

Moreover, there is an impressive volume of electronics research throughout the South. One of the leading groups is the Georgia Tech Research Institute in Atlanta, which has recently acquired an electronic computation laboratory as well as a complete electronic facsimile system.

The Industrial Research Institute at the University of Chattanooga has pioneered the development of an automatic electronic control for machine tools, which permits information supplied from a tape to control the shaping of a piece of material in three dimensions. Research engineer A. G. Thomas who has handled this project has recently set up his own firm, Industrial Controls Corporation, in Chattanooga to market the invention.

And Bell Telephone Laboratories has chosen a location near Americus, Georgia, to test its new solar battery. This is but one of many important technical programs now underway in the region.

As a matter of fact, every industrial



Hastings Instrument Company at Hampton, Virginia, has expanded rapidly in the manufacture of aircraft navigation aids. Shown here is a new raydist plotter which is unusually light and compact.

and technical conference shows the rapid progress of electronics in the South. Some 2500 engineers from eight states recently attended a South-west Regional Conference of the Institute of Radio Engineers in Oklahoma City. And in Atlanta more than 100 manufacturers of electronic equipment exhibited several million dollars worth of equipment at a recent meeting of the IRE instrumentation group.

Almost all Southern states are sharing in the growth of this vital new industry. However, the heaviest concentration is in half a dozen states.



Lockheed Aircraft Corporation recently added a \$5 million electronics testing center at Marietta, Georgia, near Atlanta. This worker is shown developing a failure sequence indicator.

LATE NEWS HIGHLIGHTS

SCHENECTADY. General Electric is shifting its production of load center transformers from Pittsfield, Massachusetts, to Rome, Georgia, the company has announced here. The transfer of operations has already begun and will be completed this month.

CALHOUN, TENN. Bowaters Paper Corporation officials have announced here that a third newsprint machine which will boost output of the plant here to 300,000 tons per year will be completed late in 1956. The addition will bring the total investment in this area to more than \$100 million.

LAKE CHARLES, LA. Plans for a \$12.5 million anhydrous ammonia plant here have been announced by F. M. Simpson, general manager of Petroleum Chemicals, Inc., a firm owned jointly by Continental Oil Company and Cities Service Company. Construction will start within a few weeks with completion scheduled for the fall of 1957.

NEW ORLEANS. Plans are nearing completion for a South-wide Forest Fire Prevention Conference to be held here April 13 and 14. Endorsed by the Southern Governors Conference the meeting is expected to bring together more than 1,000 southern citizens to develop programs for combating the forest fire loss.

MIAMI. Three Florida electric utility firms are combining resources for the design and development of a large-scale nuclear power plant expected to be in operation by 1963. The three companies, Florida Power and Light, Tampa Electric and Florida Power Corporation, have contracted with Allis-Chalmers and Babcock and Wilcox for advice on the project.

NEW ORLEANS. Tulane University has received a gift of approximately \$500,000 for the establishment of a nuclear physics laboratory here. The gift, made by Mr. and Mrs. Percival Stern, provides \$100,000 for initial equipment and \$15,000 a year for 25 years for maintenance.

LAUREL, MISS. The Masonite Corporation has announced plans for investment of \$14 million to expand its production facilities here. According to vice president Donald J. Gray the expansion will increase employment here from its present level of 2,800 workers to approximately 3,100.

ATLANTA. Southern Association of Science and Industry president Frank J. Soday has announced that nominations are now being received for SASI's annual distinguished service awards in the fields of industry, science and journalism. Those who wish to nominate outstanding southerners should contact SASI Headquarters, North Atlanta 19, Georgia, immediately.

NASHVILLE. What is termed "A major breakthrough" in the height barrier of television towers has been achieved in the design of a new structure for WSM-TV here. Using a new alloy developed by U. S. Steel, the 1,379 foot tower is lighter by 30 percent than towers made of ordinary structural steel yet is superior from a strength standpoint.

WASHINGTON. The continuing expansion of the chemical industry in the South will receive added attention during the observance of Chemical Progress Week, April 23-28. The Manufacturing Chemists' Association, sponsor of the observance, has disclosed that an estimated \$1.6 billion will be spent on new chemical construction through 1956 and 1957.

OCALA, FLA. Libby, McNeill & Libby of Chicago has contracted with Luria Engineering Company for construction of a 29,000 square foot plant here for the manufacture of cattle feed. The new unit will be placed in operation during the summer.

Florida appears to be growing fastest, with nearly 50 significant electronic units. Texas, North Carolina, Kentucky and Maryland follow, with Virginia and Tennessee showing substantial progress.

So swift has been the growth of the industry that there is little statistical information yet available to record its progress in the South. The various surveys of manufacturing activities conducted only a few years ago do not reveal the true extent of growth in the area.

A survey conducted for THE BLUE BOOK OF SOUTHERN PROGRESS shows that more than 90,000 Southerners are now engaged in this industry as compared with less than 20,000 in 1939. Payrolls in the South in this industry are now estimated at \$447 million per year as against \$20 million in 1939.

Remarkable as this progress may be, it is clear to top industry observers that the greatest growth is yet to come.

Nationally, Don G. Mitchell, chairman and president of Sylvania Electric, estimates that the electronics industry will attain sales and revenues of approximately \$10.8 billion in 1956, nearly \$1 billion greater than last year. Mitchell estimates that the industry's volume will exceed \$15.6 billion by 1960 and \$22 billion by 1965.

Describing electronics as "the world's fastest growing major industry," Mitchell says that his estimates are based on "realistic projections of trends that already have become well established" and are substantially larger than estimates prepared as recently as a year ago by his company.

General Electric President Ralph J. Cordiner told his board of directors recently that the electronics industry may double within five years. And GE Board Chairman Philip Reed pointed out recently in Charlotte that his firm is spending \$165 million on expansion during the current year, bringing to a total of \$1.2 billion the total GE investment in new plants and equipment since 1946.

GE Vice President W. R. C. Baker, who manages the GE electronics division, cites the following factors which will spur the growth of the electronics industry in the immediate future:

1. There will be a growth of television broadcasting in smaller market areas. Sixty-five new television stations are expected to go on the air in 1956, bringing the total to 535. More than

half of these will be able to transmit color. The swing to color transmission will proceed steadily.

2. New advances will be made in color reception. Industry retail sales of color television receivers should total approximately 150,000 in 1956.

3. Sales of monochrome television sets are expected to total 7.1 million next year.

4. The steady impact of clock and portable radios will help offset a re-

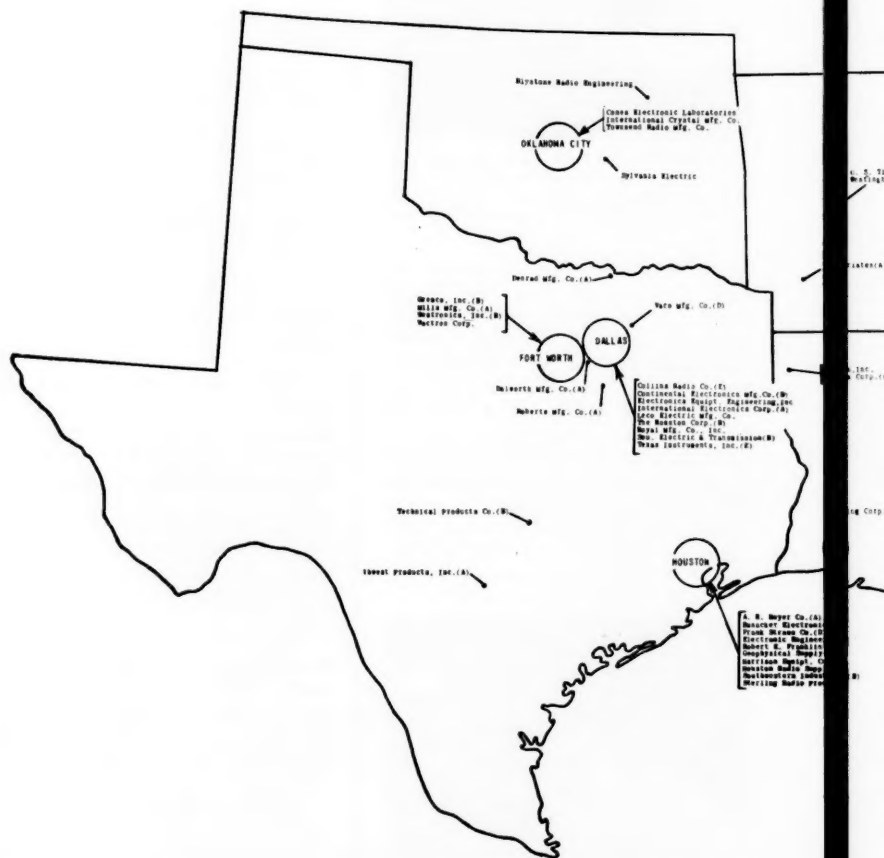
gressive movement in the table-model market. We expect that the industry will sell 7 million home and portable radios in 1956.

5. The thriving industrial radio market will continue to move upward. Total industry sales of mobile communications equipment in 1956 will show a 15 per cent increase.

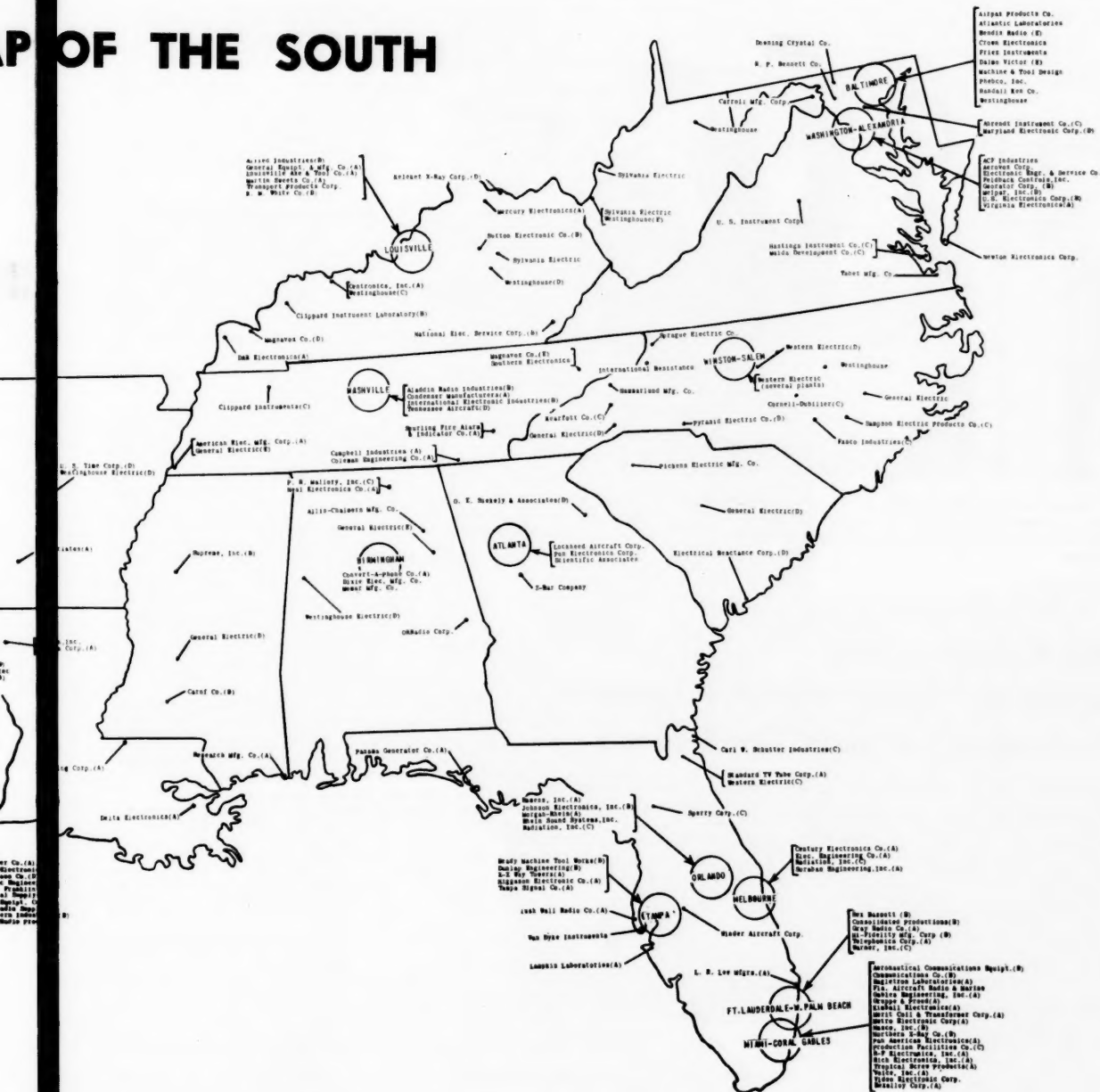
6. Electronics will become a more vital link in the overall weapons concept of modern defense. Greater em-

ELECTRONICS MAP

By no means all of the industries in the South related to electronics, the firms shown on this map were identified in a brief survey conducted by SASI. Every Southern state has participated to some extent in the new electronics boom.



P OF THE SOUTH



phasis will be placed on equipment capable of control, guidance and navigation of airborne weapons systems with extreme accuracy and reliability.

7. More efficient production of both military and civilian goods will be achieved through the use of more flexible automatic machinery.

8. As the age of automation progresses, there will be a dramatic increase in the use of printed wire boards

in electronic circuitry.

9. The new year will see transistors make a major break-through in devices for entertainment and industrial purposes as well as for military use. For the first time, transistors will be available which will reduce the size and complexity of computing machines and make them smaller and more efficient.

10. The increased use of electronic controls in industrial and military

equipment will provide steady growth in the demand for electron tubes of all types.

11. New research will be carried on which will have tremendous impact on the industry not only in 1956 but for many years to come.

And it goes without saying that as the electronics industry grows nationally the South will continue to make impressive gains on a regional basis.



Oak Ridge hosts—among officials of the Oak Ridge National Laboratory who will welcome southern industrialists on April 19 are (left to right) Dr. A. M. Weinberg, director; Dr. Charles E. Winters, assistant director; Dr. R. A. Charpie, assistant director, and E. P. Epler, instrumentation specialist.

Make Your Reservations!

Kettering, Other Industry Leaders, To Address Atomic Conference

ATLANTA. Plans are nearing completion here for the conference on "Prospects for Atomic Energy in the South" to be held in Atlanta, April 17 and 18 and in Oak Ridge, April 19.

The program now includes top flight industry spokesmen from throughout the country. It is expected that several hundred business executives will participate in the sessions.

Complete program follows:

April 17—Tuesday—Atlanta

Morning: Chairman—Dr. Frank J. Soddy, President, Southern Association of Science and Industry, and Vice President, Chemstrand Corporation

1. Statement of the Conference and its Importance to the South
Dr. Soddy
2. Technical Developments and Present Status of Atomic Energy
To be announced
3. The Role of Management in Atomic Energy
Mr. Walker L. Cisler, President, Atomic Industrial Forum, and President, The Detroit Edison Company

Luncheon: Chairman—Mr. Thomas W. Martin, Chairman, Southern Research Institute, and Chairman, Alabama Power Company
The Importance of Atomic Energy to the South.
The Honorable LeRoy Collins, Governor of Florida.

Afternoon: Concurrent Sessions

A. Prospects for Atomic Electric Power
Chairman: Mr. Harlee Branch Jr., President, Georgia Power Company, and President, Edison Electric Institute

1. Energy Supply and Requirements in the Southeast
Mr. William J. Clapp, President, Florida Power Corporation, and Past President, Southeastern Electric Exchange
2. Progress Towards Atomic Power in Southeast
Mr. H. J. Scholz, President, Southern Services, Inc.
3. State Regulations
John H. McCarthy, Chairman, Atomic Energy Committee, National Association of Railroad and Utility Commissioners, and Chairman, Michigan Public Service Commission

B. Present and Prospective Applications of Radiolotopes
Chairman: Dr. Paul C. Aebersold, Director, Isotope Extension, Division of Civilian Application, USAEC, Oak Ridge

1. In Industry
Mr. C. W. Wallhausen, Vice President, United States Radium Corporation
2. In Medicine
Dr. Howard E. Skipper, Southern Research Institute
3. In Agriculture
Dr. C. L. Comar, Oak Ridge Institute of Nuclear Studies

Evening:

Chairman: Mr. James D. Robinson, Jr., Chairman, The First National Bank of Atlanta

The Importance of Research to the South.
Dr. C. F. Kettering, Director, Southern Research Institute; Research Consultant

and Director and former Vice President in Charge of Research, General Motors Corporation; Sloan-Kettering Institute for Cancer Research.

April 18, Wednesday—Atlanta, Biltmore Hotel

Chairman: Lewis M. Smith, Chairman, Atomic Energy Committee, U. S. Chamber of Commerce, and President, Alabama Power Company

1. How a Manufacturing Company Gets into Atomic Energy—A Case Study
Mr. Eugene M. Zuckert, Consultant; former Member of the Atomic Energy Commission

2. Panel—What Industry is Doing in Atomic Energy in the Southeast
A. Babcock & Wilcox

John W. Landis, Assistant Manager, Atomic Energy Division

B. Combustion Engineering
(Norman A. Spector, Vice President)

C. Heavy Minerals Company (Crane Company, Vitro Corporation and Société de Produits Chimiques des Terres Rares)

D. Norton Company
Frank B. Huke, Chief Atomic Products Engineer

E. Radiation, Inc.
Homer R. Denius, President

Luncheon: Chairman: Dr. Paul M. Gross, President, Oak Ridge Institute of Nuclear Studies, and Vice President, Duke University

The Need for Industry-Education-Government Cooperation in Nuclear Energy Development.

General Leslie R. Groves, U.S.A. (ret.), Vice President, Remington Rand Division of Sperry Rand Corporation and former Head, Manhattan Engineer District (1942-1947)

Afternoon: Chairman: J. B. Woodward, Jr., Chairman, Newport News Shipbuilding & Drydock Company

1. Legal Problems in Atomic Energy
Dean E. Blythe Stason, Chairman, Atomic Energy Committee of the American Bar Association, and Dean of the Law School of the University of Michigan

2. The International Atom
Mr. Clark Vogel, Deputy Director, Office of International Affairs, AEC

3. Sources of Atomic Energy Information
Edwin A. Wiggin, Manager of Technical Information Atomic Industrial Forum

—Close at 4:30 PM—

Entrain for Oak Ridge at 6 PM

April 19, Thursday—Oak Ridge, Tennessee

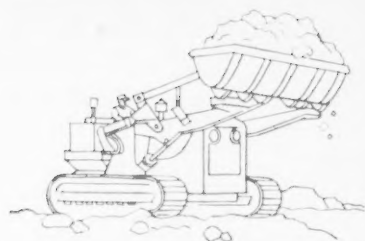
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|-------------|--|
| 8:00 AM | Chartered buses will meet guests at Southern Depot (*) |
| 8:15 | Breakfast—Farragut Hotel—Volunteer Room |
| 9:00 | Presiding—C. E. Center, Vice President, Union Carbide Nuclear Co. Welcome—S. R. Sapirle, Manager, Oak Ridge Operations Office |
| 9:30 | Chartered buses will leave Farragut Hotel for Oak Ridge National Laboratory (**) |
| 10:30-12:00 | Unclassified tour of Oak Ridge National Laboratory |
| 12:00-12:45 | Bus tour of area—Gaseous Diffusion Plant, K-25, and Townsite |
| 1:00-2:30 | Lunch—Oak Terrace
Presiding—K. G. Pollard, Executive Director, Oak Ridge Institute of Nuclear Studies
Luncheon Address—A. M. Weinberg, Director, Oak Ridge National Laboratory |
| 2:45-3:30 | Tour—American Museum of Atomic Energy |
| 3:30-4:00 | Tour—Oak Ridge Institute of Nuclear Studies, Medical Division |
| 4:00-4:30 | Tour—Abbott Laboratories |
| 4:30 | Buses leave for Farragut Hotel |
| 5:15 | Buses arrive at Farragut Hotel |

(*) Guests should take luggage to Hotel Farragut and place in check room. Since buses will be returning all guests to the Farragut at approximately 5:15 p.m., return travel arrangements should be made from Knoxville. Airlines serving Knoxville—Delta, American, Capital, and Piedmont. Rail services—L&N and Southern.

(**) Guests will be badged for admittance to Oak Ridge National Laboratory as they board the buses.

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- Galvannealed Sheets
- Colorbond Sheets
- Electrical Sheets
- Alloy Sheets and Plates
- Electric Weld Line Pipe
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- Eave Trough and Conductor Pipe
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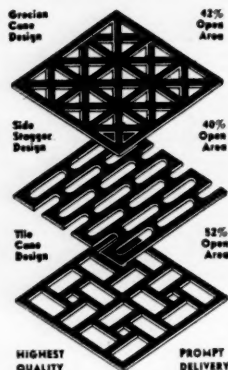
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PERFORATED METALS FOR EVERY INDUSTRIAL USE



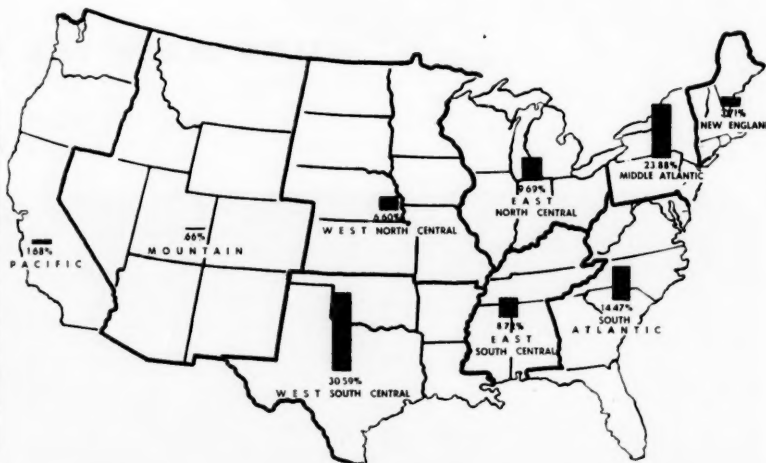
The "Ornamental" light-gauge designs here illustrated are only a few of the many you can choose from in our new Catalog 39 and we are always pleased to quote on original designs or special work of any kind.

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AIR CONDITIONING



The southern states account for more than 50 per cent of the nation's air conditioner sales according to this chart compiled last year by Monsanto Chemical. The Southwest is the top market.

Experts See Record-Breaking Year For Air Conditioning In South

DALLAS. This will be the year of "the great break-through" in air conditioning.

That's the opinion of top industry leaders who see sharply rising sales in all types of units, including residential, industrial and automotive.

Here in the Southwest—the nation's top market for air conditioning equipment—a number of small home-grown firms expect to better previous growth records. Among these is Frigikar Corporation headed by President Bert J. Mitchell.

Frigikar, manufacturers of low-cost automotive conditioners, got started here in 1949 and has doubled production and sales each year since. Last year the firm sold more than 10,000 installations, said to be more than the total sold by all other independent manufacturers combined.

This year Frigikar is introducing a new under-dash model with several new features with a price tag of \$298 plus installation. Mitchell is boosting his distribution from coast to coast with an eye on steadily-growing markets.

Elsewhere, in other fields of air-conditioning, the outlook is similarly rosy. Carrier President Cloud Wampler says "This will be the industry's seventh consecutive record-breaking year,"

added that the biggest percentage gains will be in residential systems.

Sales of central systems which air-condition the entire home have risen from 50,000 installations in 1953 to about 75,000 in 1954 and 125,000 in 1955, the Carrier official estimates. And it is predicted that 1956 will see the installation of some 200,000 systems with a retail value of one-third billion.

And, significantly, the South will be the best market for these units. For the 15 Southern states account for more than 50 percent of air conditioning sales, according to a survey reported by Monsanto Chemical.

Looking ahead, it is estimated that residential systems will be purchased at the rate of half a million units per year by 1960 and 1.2 million annually by 1965. This would give a sales volume of \$1.3 billion yearly—nearly \$1 billion of it in the South.

Other Markets Also Gaining

Important advances in other markets and special segments of air conditioning industry were also predicted by the chief executive of Carrier, the largest manufacturer in the industry.

"The air conditioning of department stores and shopping centers has shown

MANPOWER

AND EVERY OTHER INDUSTRIAL ADVANTAGE, TOO!

MANPOWER

Besides labor surplus, Florida has a Constitutional Amendment stating "The right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union, or labor organization."



"The St. Petersburg area is classified as a Class III area by the Bureau of Labor Statistics, meaning that a surplus of qualified workers in every category can be found here. Our active file numbers approximately 4,000 qualified workers seeking employment through this office within the past 30 days; the new applicants seeking the advantages of living in St. Petersburg number well over 1,000 per month for the last 18 months; and approximately 500 high school students entering the labor market each year."

Robert C. Simmons, Local Office Manager
FLORIDA STATE EMPLOYMENT SERVICE



ALLSTATE INSURANCE COMPANY



MILTON ROY COMPANY



BABCOCK - WILCOX

CLIMATE and LOCATION

2,600 new residents move to Florida each week knowing they will live happier, healthier lives. In St. Petersburg the sun shines not less than 350 days a year. With unsurpassed wholesome recreational facilities, it is truly a city in which work and play are profitably combined.



"I have personally flown over these entire United States and have found no place that, from my plane, looks more beautiful than St. Petersburg, or that offers more combined advantages for working and living. This climate provides our employees with opportunity to enjoy a better balance between work and play. Most of us are hard core lovers of sun and recreation. Why not build the plant in a climate where our employees can spend their non-working hours in healthful relaxation and play?"

We have also carefully investigated the elements of cost and climate for business growth. Our purchasing agent visited here for approximately one month, and submitted a most comprehensive report covering his findings. While potential suppliers are not as plentiful as they are in our Philadelphia area, we could find no serious obstacles from the standpoint of supply."

R. T. Sheen, President
MILTON-ROY COMPANY



PAN LAMINATES



FUTURONICS



CREST MANUFACTURING COMPANY

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NO State business tax, income tax or inheritance tax. Real estate taxes are low! Power and water are adequate. Excellent banking and financing facilities. A wide variety of transportation facilities. Excellent schools! Well diversified industrial services for both manufacturing and marketing.



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The business factors which influenced our choice of St. Petersburg included central location, fine transportation, the bright prospects for a continuing well-balanced increase in industrial and commercial growth, excellent school, church and shopping facilities, and the numerous recreational and cultural activities available."

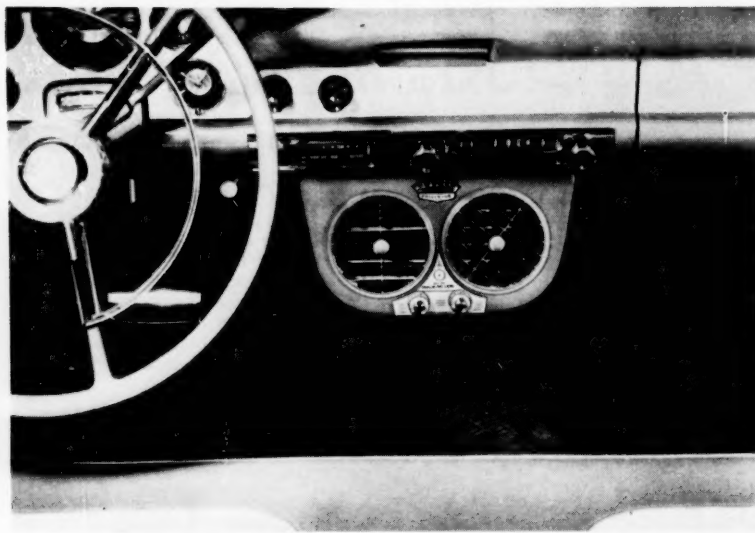
Judson C. Branch, Senior Vice President
ALLSTATE INSURANCE COMPANY



ST. PETERSBURG CHAMBER OF COMMERCE

JACK BRYAN, Industrial Director
ST. PETERSBURG • FLORIDA

WRITE FOR COMPLETE INFORMATION AND INDUSTRIAL BROCHURE



Frigikar Corporation of Dallas hopes this will be a familiar scene in automobiles throughout the country this year. The new under-dash model will sell for \$298 plus installation. More than 10,000 units were sold last year.

spectacular gains during the past year, due in part to the increasingly intense competition between the new suburban shopping centers and the traditional downtown stores," Wampler declared.

"Air conditioning of older office structures is proceeding at a pace which is not likely to slacken for years to come. At the same time every major new building erected is being equipped with complete central air conditioning, offering a continuing stimulus to improve existing office space.

"Another market due to show substantial early improvement is the air conditioning of existing hotels, following the same competitive pattern as in office buildings. And the industrial plant market—stimulated by automation, which has important connotations for air conditioning—offers the industry its greatest single long-range potential next to that of homes."

Wampler pointed out that virtually all plants employing extensive automation will require air conditioning to assist in maintaining proper operation of the complicated machines, as well as to provide for the comfort and efficiency of employees.

Room Air Conditioner Outlook

The Carrier executive predicted that room air conditioner retail volume in 1956 would total around 1,450,000 units valued at about \$435 million as against 1,400,000 condi-

tioners sold during the year just closed. The increase this past year from the 950,000 units marketed in 1954 was due in large measure to the early hot summer in some areas of the nation combined with drastic price reductions by many firms to clean out overstocked shelves, he stated.

Noting that room unit inventories had been reduced from about 700,000 at the end of 1954 to some 300,000 at the present time, Wampler said it seemed logical to anticipate firmer prices in the year to come—even in this highly competitive portion of the industry.

Wampler broke down his 1956 estimate of \$3.2 billion in total retail sales for the air conditioning industry as follows:

Room air conditioners, \$435 million; complete home air conditioning, \$312 million; commercial packaged air conditioning, \$189 million; built-up air conditioning and refrigeration systems of all sizes \$1.05 billion; residential forced air furnace installations adaptable to air conditioning, \$638 million; all other, including service, \$565 million.

Two years ago Carrier announced plans for a new \$10 million plant to be located somewhere in the South. These plans were delayed by a merger through which Carrier acquired additional productive facilities, but rumors now have it that Carrier is again site-seeking in the South.

Soday Calls Science Real Revolution

EDGEWATER PARK, MISS. Research as a vital factor in industrial, scientific and engineering advancements was cited here recently as one of the basic requirements needed to promote new technological industries in the South.

Dr. Frank J. Soday, Vice President and Director of Research and Development for The Chemstrand Corporation, emphasized this factor in an address before the 1956 Southern Conference of Controllers Institute at the Edgewater Gulf Hotel.

Dr. Soday, who also is President of the Southern Association of Science and Industry, declared, "The opportunities for economic growth and development in the southern states during the next 20 years are greater than those in any other section of the country. Today we live in an economy of abundance, not an economy of need. The provision of the bare necessities of life, such as food, shelter, and clothing, has become an accomplished fact for substantially all of our people. Only half of our expendable income is required to provide these necessities, the remainder is used for the purchase of those items regarded as luxuries only a few short years ago. And our dynamic, technological economy makes it possible to look into the future with confidence that the standard of living of the country will continue to increase.

Pot of Gold Is Test Tube

"To many southerners, the pot of gold at the end of the rainbow looks remarkably like a test tube since the South is betting on chemicals in a big way to help its growth. Some \$710 million for new chemical plants were spent in the South in 1954 and another \$780 million are on the way.

"This industrial surge," Dr. Soday told the group, "is largely the product of research and includes such technical operations as the production of petrochemicals, synthetic fibers and light metals which owe their existence to the laboratory. In this challenging climate, the South is beginning to build its own research and development facilities to insure its future growth and this, rather than the vast expansion of manufacturing facilities, is the real industrial revolution in the South."



Let's keep it that way!

IT'S A FINE THING to have the "welcome mat" out for a new factory on opening day. But it's not enough! A community's long-range industrial growth and prosperity depend on sincere and *continuing* hospitality to industry, long after the welcoming committee has gone home. This is a job for all of us in the South today.

The steady, year-by-year expansion of existing industry is impressive proof that the job is being done. Southern industries are getting an honest day's work for a fair day's pay . . . understanding acceptance of technological progress, which ultimately creates still more jobs . . . honest, stable, friendly state and local government and fair tax treatment . . . efficient, dependable rail service.

With all of us doing all we can to welcome new industries to the South and to keep them happy in their new home, the Southland will continue to grow and prosper. And all in the South will benefit!

Harry A. DeBatts
President



SOUTHERN RAILWAY SYSTEM

WASHINGTON, D. C.



Dumas Milner uses his own ten-passenger Lockheed to keep in touch with his fast-growing industrial empire. The plane is also used to give bonus vacation trips to employees.

Not Yet 40, Dumas Milner Grosses \$100 Million In Southern Ventures

JACKSON, MISS. R. E. Dumas Milner, with headquarters in his own modern 10 story office building here is a Southern business and industrial leader who thinks big, plans big, and goes forward with faith in our economy and in his ability to pick key men for his business expansions. In a speech he made recently at the Sales Executive Club of Fort Worth, it is indicative of his thinking when he said "Opportunity is all around us, and particularly in the South and Southwest, if we businessmen are capable of facing up to the challenge."

Robert Ernest Milner was born in Ethel, Mississippi, a village of some 600 people, and was the third oldest in a family of 10 children. His parents were farmers, and his father also operated

a small "ground-hog" sawmill. During his early boyhood Milner picked up the nickname of "Dumas" that was to stay with him for the rest of his life, and he is today called Dumas Milner by all his friends and associates.

In the light of his present day accomplishments, Dumas had an interesting education. His formal "Book learnin'" consisted of a country school house for the grades, the High School at Ethel, and a one year course via a scholarship at Chillicothe Business College, Chillicothe, Mo. To finance his living expenses, he sold tailor-made clothes, and "was not only the best dressed kid in school, but left there with more money than I went in with."

In rapid succession Milner held four different bookkeeping jobs in the course

of a year, all terminated because of too much ambition and too little patience on his part. This was part of his education, for at this point he decided working for the other man was not for him.

At 21 years of age Dumas Milner borrowed enough capital to open a Shell Oil distributorship, and two years later he had expanded to 11 stations, and was one of the pioneers in the transporting of petroleum products by trailer trucks. In another year (1941) he had a fleet of 5 trailer-trucks, was buying and selling petroleum products over 4 states, and had taken on two auto and truck agencies.

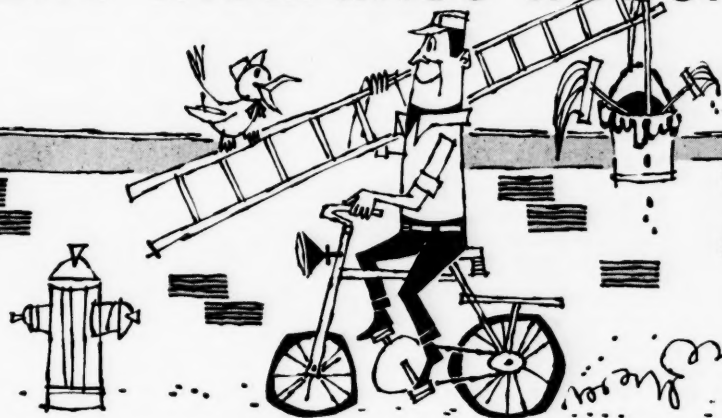
Drafted into the Army Air Corps in 1942, Milner came back to civilian life in Mississippi in 1945. All that was left of his businesses was the auto agencies, but of course there weren't any new cars available yet. Casting about, he got into the used car business, started buying army surplus vehicles, soon set up his own export company, started a few lesser companies, and in 1948, at 31 years of age, grossed his first million dollars.

Milner has continued to expand each year, and now heads a fist full of businesses that last year grossed in the neighborhood of 100 million dollars, including his 10 story office building, a 400 room hotel, a chemical company, and six automobile dealerships in five states upon which he bases his claim as "World's largest General Motors dealers."

An example of Milner's magic with men and materials is his Milner Products Company, referred to earlier as a chemical company. Prior to his purchase of the company in 1948, it was named Magnolia Chemical Company with a principal product called Pine-Sol, a cleaner, deodorizer, and disinfectant with a pine oil base. Milner recognized it as an excellent product, although distribution was limited to the confines of the state of Mississippi, and its annual gross was only around \$30,000 annually.

From the midwest, a gentleman by the name of Howard Cohoon was called in is a V. P. and general manager, bringing with him many years of executive experience with some of the largest soap and bleach companies in the United States. He and Milner set their goal of national distribution by 1952—and missed it by only one year. Some sort of record has been established since that original purchase date, because there has not yet been a month go by

A Billion, 240 Million Life Insurance in Force



FINANCIAL STATEMENT AS OF DEC. 31, 1955

Assets	PER CENT	AMOUNT
U. S. Government Securities	7.72	\$ 9,666,790.26
State, County and Municipal Bonds	11.02	13,789,859.15
Railroads	1.27	1,591,541.14
Public Utilities	17.96	22,472,000.70
Industrial and Miscellaneous	4.44	5,555,260.62
Stocks	3.26	4,075,699.00
Mortgages (First Liens)	44.37	55,533,245.78
Real Estate:		
Offices (Including Branches)	3.36	4,210,477.50
Investment	1.28	1,604,700.70
Policy Loans	1.16	1,449,632.87
Cash	1.63	2,040,082.21
Interest and Rents Due and Accrued55	690,811.71
Premiums in Course of Collection (Net)	1.97	2,461,792.94
Miscellaneous Assets01	8,007.97
Total Assets	100.00	\$125,149,902.55
Liabilities and Surplus		
Policy Reserves		\$ 97,345,869.40
Claims in Process of Settlement		457,577.16
Reserve for Unreported Claims		184,099.81
Premiums and Interest Paid in Advance		975,421.01
Estimated Amount Due and Accrued for Taxes		1,103,447.97
Reserve for Pensions		8,007,190.18
Agents' Bonds—Reserve and Interest		527,977.50
Security Valuation Reserve		905,473.38
Miscellaneous Liabilities		928,690.94
Total Liabilities Except Capital		\$110,435,747.35
Capital and Surplus Funds for further protection of Policyholders:		
Capital		\$ 7,000,000.00
Unassigned Surplus Funds		7,714,155.20
Capital and Surplus		\$ 14,714,155.20
Total		\$125,149,902.55

Entering 1956, Life of Georgia has posted a new high in protection for its policyholders throughout the South—a billion, 240 million dollars of life insurance in force. This was a gain of more than 100 million in one year—a fine achievement by our agency force. Life of Georgia looks ahead to a continuing program of expansion—new facilities, broader life insurance plans, increased services.

HIGHLIGHTS

From Annual Statement as of
December 31, 1955

LIFE INSURANCE IN FORCE	\$1,242,519,955
Gain of \$102,085,411 in one year	
ASSETS	\$ 125,149,902
Increase of \$15,378,297 over 1954	
PAID POLICYHOLDERS AND BENEFICIARIES	\$ 12,480,749
LIABILITIES	\$ 110,435,747
Liabilities include policy reserves	
SURPLUS FUNDS AND CAPITAL	\$ 14,714,155



that gross sales did not exceed the gross sales of the previous month.

Cohoon was given full privilege to operate the company in the manner he thought best, and attesting to his success is the fact that distribution is now made in all 48 states, Canada, and in 11 foreign countries, with gross sales last year that exceeded \$6 million. Howard Cohoon was last year promoted to the presidency of Milner Products Company, and R. E. Dumas Milner is Chairman of the Board.

The product line of the company has been expanded to include *Gala* Powdered Bleach, *White Wave*, a sudless detergent for automatic washers, *Milner Household Cleaner*, and the famous *Perma-Starch*. This year Milner Products Company joined that select group of Companies in the food products category that spend one million dollars or more for product promotion and advertising, which includes the services of such well-knowns as Robert Q. Lewis, Amos & Andy, Bing Crosby, and Don McNeil's Breakfast Club.

The creation of a new large industry for the South was directly linked to the tremendous growth in sales of Milner's product *Pine-Sol*. Milner and Cohoon are particularly proud of this story. The entire South is dotted with vast acreages of pine stumps left behind by Southern loggers. The base product, pine oil,

Just Around The Corner:

Blue Book—This issue of the *RECORD* is slightly thinner than usual because the staff has been hard at work on the 1956 edition of the *BLUE BOOK OF SOUTHERN PROGRESS* and *SOUTHERN INDUSTRIAL DIRECTORY*. The new combined edition is now in press and should be in the mail a couple of weeks after you read this.

Feature Cities—Our series on Southern cities enjoying unusual industrial growth records will be resumed in the next number. Look for a comprehensive study of another Southern city that is really going places.

Horatio Alger—Is there a success story in your area that should be told for *RECORD* readers? We're always glad to have suggestions about fast-growing Southern firms headed by alert, aggressive executives. Ed.

forms only in large stumps which have been in the ground over 20 years. Prior to 1950 pine oil was a stranger to most households, and was primarily used as a copper mining flotation agent and a perfume base.

By 1952 Milner Products Company was beginning to feel the pinch of short supply, and knew it was time to influence long range planning. Based upon contracts for future commitments signed by Milner Products, the naval supplies stores in the South expanded the pine-oil procuring industry into a new Southern industry that last year reached an estimated volume of \$600 million. It takes one ton of ground pine stumps to make 3 gallons of pine-oil. Milner is the largest single user of pine-oil in the world, and already demand has out-paced supply. Last year companies such as Glidden and Crosby Chemical supplied around 40 percent of Milner's requirements with synthetic pine oil.

With all this activity and rapid expansion, Dumas Milner works an average nine hour day, and is careful to spend time in the companionship of his wife, son and two daughters. He does most of his traveling in his corporation-owned 10 passenger airplane, but does not restrict its use to himself. The plane is available to all executive personnel of his other companies, and to the sales managers for sales promotion work.

Some of his most successful sales promotion contests for the salesmen has been for the prize of an all-expense trip in the company airplane to the World Series, the Kentucky Derby, or some other point of interest. The automotive division is currently working on an award trip to Mexico City.

Milner follows policies that contribute to his continued success. He believes wholeheartedly in promotion for personnel within the organization and his employees know it. Examples are in all the companies. Five of the vice-presidents in the automotive division started with him a few years back as either salesmen or office managers. In summing up how he picks his men, Milner said "I like to get a man that looks like he could handle an opportunity if it came his way, and I like to pay him just a little more than industry is paying for his job—more than he expected to get. In this way, he strives to give me more of himself than I might have expected. It makes for a good team."

Dumas Milner was 39 years old last January. He believes the United States, and particularly the South, is destined to see the greatest prosperity ever in the next five years. If he moves with it as he has in the last 5 years, we can expect to hear more of this Southerner at Work.



Milner jealously guards the evenings he sets aside for the companionship of his family, including (left to right) Rob, Jr., Ruth Ann, Mrs. Milner, Dumas Milner, and Shelia.

The South builds better with Steel



① THE NEWEST PLUS THE BEST! The new trawler "Miss Powerama" represented the shrimp industry at the Exposition in Chicago. She was fitted with the best of everything, including 2400 feet of Tiger Brand Wire Rope. This 67-foot trawler, built in St. Augustine, Florida, carries two 900-foot lengths of $\frac{7}{16}$ inch 6x7 and one 600-foot length of $\frac{3}{8}$ inch Galvanized Plow Steel Rope. Fit your boat with the best... Tiger Brand Wire Rope.



② DEEP IN THE HEART of Dallas looms the Southwest's tallest building. The new Republic National Bank Building is 36 stories high and cost \$25,000,000 to build. 14,000 tons of USS Structural Steel went into the riveted frame.

③ THOUSANDS OF MILES of trackwork (made in the mills of TCI) criss-cross the South. Over this vast network fast freight trains, toting their piggy-back loads of cargo trucks, roll smoothly on rugged wrought steel wheels—another famous product. This joint "rail-and-road" system has added a great deal of speed and efficiency to the freight systems of the country.



USS STEEL PRODUCTS MADE OR DISTRIBUTED BY T.C.I. INCLUDE:

- Rolled, forged and drawn steel products.
- Structural shapes, plates, bars, small shapes, agricultural shapes, floor plate, strip, cotton ties.
- Tin mill products.
- USS Stainless Steel.
- Rails, track accessories, wheels, axles, forgings.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Tiger Brand wire rope and strand.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars.
- Electric welded reinforcing fabric.
- Black, galvanized and special finish sheets.
- Tiger Brand electrical wire and cable.
- High Tensile wire and High Strength reinforcing strand.
- USS High Strength Steels and USS Abrasion-Resisting Steels.
- Ground Open Hearth Basic Slag.

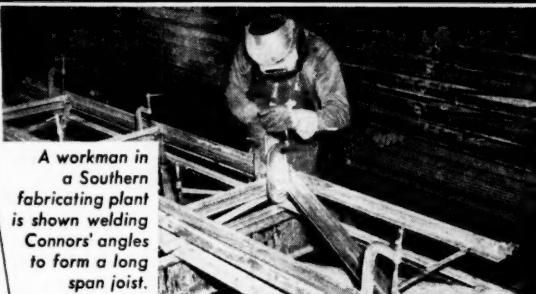
TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
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UNITED STATES STEEL EXPORT COMPANY, NEW YORK



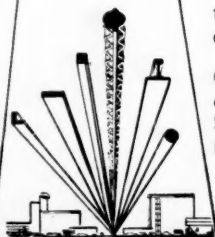
UNITED STATES STEEL

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A workman in a Southern fabricating plant is shown welding Connors' angles to form a long span joist.

HKP
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All Connors' products are quality steel, rolled to exact requirements, neatly bundled, and delivered to you *when you want them.*

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Since 1919 . . .

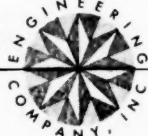
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SOUTHERNERS



Clean-up man Sachs.

Young Arkansan Heads Nationwide Service Firm

LITTLE ROCK, ARK. A company founded here in 1944 is now termed "America's Number One Safety Cleaning Contractor."

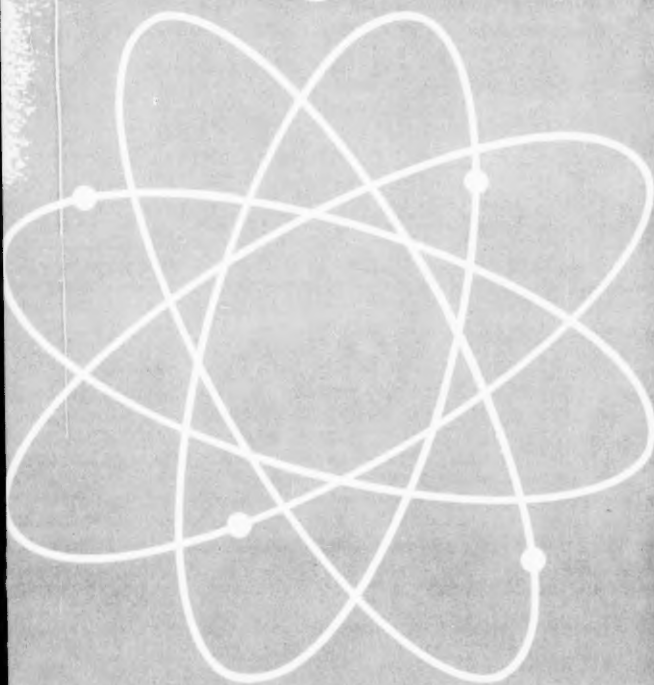
That's the record of Guardian Fire Reduction Company which will open its eighth district office in New York soon, according to Arthur E. Sachs, executive managing partner. Guardian is said to be the nation's largest pneumatic decontamination contractor devoted solely to the pneumatic removal of dust, lint and other fine material from all types of buildings specifically for fire and explosion control.

During its dozen years of operation, Guardian, through a unique pneumatic vacuuming process, has reduced the hazards of fires and explosions in thousands of buildings by removing dust, lint, grease, and other highly combustible contaminations that accumulate in flues, pipes, control heating and paint spray exhaust systems, lofts, hidden ducts, fan housings and superstructures.

The Alger-tinged story of how young Sachs, armed only with a few scattered tools and an old hearse for a truck, pioneered the field of fire reduction maintenance is a refreshing chapter in the history of American free enterprise.

An incident in his early career which perhaps stands out more vividly than any other in the memory of Arthur E. Sachs, occurred during his first "decontaminating" job in New Orleans, for a major hotel. Because he was a

FORUM ON PROSPECTS FOR ATOMIC ENERGY IN THE SOUTH



Sponsored by:

Atomic Industrial Forum, Inc.

The First National Bank of Atlanta

Oak Ridge Institute of Nuclear Studies

Oak Ridge National Laboratory

Southern Association of Science and Industry

Southern Research Institute

**Atlanta Biltmore Hotel, Atlanta, Georgia
April 17 and 18, 1956**

**Oak Ridge, Tennessee
April 19, 1956**

Program

April 17 — Tuesday — Atlanta Biltmore Hotel

8:30 A.M.

Registration

Morning:

Chairman — Dr. Frank J. Soday, President, Southern Association of Science and Industry, and Vice-President, Chemstrand Corporation.

1. Statement of the Conference and Its Importance to the South.

Dr. Soday

2. Present Status of Atomic Energy Developments.

Mr. Walter A. Hamilton, Nuclear Development Corporation of America; former Executive Secretary to the panel on "The Impact of the Peaceful Uses of Atomic Energy."

3. The Role of Management in Atomic Energy.

Mr. Walter L. Cisler, President, Atomic Industrial Forum, Inc., and President, The Detroit Edison Company.

Luncheon:

Chairman — Mr. Thomas W. Martin, Chairman, Southern Research Institute, and Chairman, Alabama Power Company.

The Importance of Atomic Energy to the South.

The Honorable LeRoy Collins, Governor of Florida.

Afternoon:

Concurrent Sessions

A. Prospects for Atomic Electric Power.

Chairman: Mr. Harllee Branch, Jr., President, Georgia Power Company, and President, Edison Electric Institute.

1. Energy Supply and Requirements in the Southeast.

Mr. William J. Clapp, President, Florida Power Corporation, and Past President, Southeastern Electric Exchange.

2. Progress Towards Atomic Power in the Southeast.

Mr. H. J. Scholz, President, Southern Services, Inc.

3. State Regulations.

Mr. John H. McCarthy, Chairman, Atomic Energy Committee, National Association of Railroad and Utility Commissioners, and Chairman, Michigan Public Service Commission.

B. Present and Prospective Applications of Radioisotopes.

Chairman — Dr. Paul C. Aebersold, Director, Isotope Extension, Division of Civilian Application, USAEC, Oak Ridge.

1. Radioisotope Production

Mr. A. F. Rupp, Director Operations Division, Oak Ridge National Laboratory.

Evening:
Reception
and Dinner*

2. Radioisotopes in Industry

Mr. C. W. Wallhausen, Vice-President, United States Radium Corporation

3. Radioisotopes in Medicine

Dr. Howard E. Skipper, Southern Research Institute

4. Radioisotopes in Agriculture

Dr. C. L. Comar, Oak Ridge Institute of Nuclear Studies

Chairman — Mr. James D. Robinson, Jr., Chairman, The First National Bank of Atlanta.

The Importance of Research to the South.

Dr. C. F. Kettering, Director, Southern Research Institute; Research Consultant and Director and former Vice-President in Charge of Research, General Motors Corporation; Trustee, Sloan-Kettering Institute for Cancer Research.

April 18, Wednesday — Atlanta Biltmore Hotel

Morning:

Chairman — Lewis M. Smith, Chairman, Atomic Energy Committee, U. S. Chamber of Commerce, and President, Alabama Power Company.

1. *How a Manufacturing Company Gets into Atomic Energy: A Case Study*

Mr. Eugene M. Zuckert, Consultant; former Member of the Atomic Energy Commission

2. Panel — *What Industry Is Doing in Atomic Energy in the Southeast*

a) Babcock & Wilcox Company

John W. Landis, Assistant Manager, Atomic Energy Division

b) Combustion Engineering, Inc.

c) Heavy Minerals Company (Crane Co., Vitro Corporation of America [Norman A. Spector, Vice-President], and Societe de Produits Chimiques des Terres Rares)

d) Norton Company

Frank B. Huke, Chief Atomic Products Engineer

e) Radiation, Inc.

Lieut. Gen. William E. Kepner, U.S.A.F. (ret.), Chairman

Luncheon:

Chairman — Dr. Paul M. Gross, President, Oak Ridge Institute of Nuclear Studies, and Vice President, Duke University.

The Need for Industry-Education-Government Cooperation in Nuclear Energy Development.

General Leslie R. Groves, U.S.A. (ret.), Vice-President, Remington Rand Division of Sperry Rand Corporation and former Head, Manhattan Engineer District (1942-1947).

* Reception and Dinner, courtesy The First National Bank of Atlanta.

Afternoon: Chairman — J. B. Woodward, Jr., Chairman, Newport News Shipbuilding and Dry Dock Company.

1. Legal Problems in Atomic Energy

Dean E. Blythe Stason, Chairman, Atomic Energy Committee of the American Bar Association, and Dean of the Law School of the University of Michigan

2. The International Atom

Mr. Clark Vogel, Deputy Director, Office of International Affairs, Atomic Energy Commission

3. Sources of Atomic Energy Information

Edwin A. Wiggin, Manager of Technical Information, Atomic Industrial Forum.

Entrain for Oak Ridge at 6 P.M.

April 19 — Thursday — Oak Ridge, Tennessee

8:00 A.M. Chartered buses will meet guests at Southern Depot*

8:15 † Breakfast — Farragut Hotel — Volunteer Room.

9:00 Presiding — C. E. Center, Vice-President, Union Carbide Nuclear Co.

Welcome — S. R. Sapirie, Manager, Oak Ridge Operations Office.

9:30 Chartered buses will leave Farragut Hotel for Oak Ridge National Laboratory**

10:30 - 12:00 Unclassified tour of Oak Ridge National Laboratory.

12:00 - 12:45 Bus Tour of area — Gaseous Diffusion Plant, K-25, and Townsite

1:00 - 2:30 † Luncheon — Oak Terrace.

Presiding — W. G. Pollard, Executive Director, Oak Ridge Institute for Nuclear Studies.

Luncheon Address — A. M. Weinberg, Director, Oak Ridge National Laboratory.

2:45 - 3:30 Tour — American Museum of Atomic Energy.

3:30 - 4:00 Tour — Oak Ridge Institute for Nuclear Studies, Medical Division

4:00 - 4:30 Tour — Abbott Laboratories

4:30 Buses leave for Farragut Hotel

5:15 Buses arrive at Farragut Hotel

† Breakfast, Luncheon and bus transportation courtesy of Union Carbide Nuclear Co.

* Guests should take luggage to Hotel Farragut and place in check room. Since buses will be returning all guests to the Farragut at approximately 5:15 P.M., return travel arrangements should be made from Knoxville. Airlines serving Knoxville — Delta, American, Capital and Piedmont. Rail Service — L&N and Southern.

** Guests will be badged for admittance to Oak Ridge National Laboratory as they board the buses.

one-man operation with no brochures or stationery, he telephoned the manager of the hotel and succeeded in selling him on having his "company" clean the kitchen exhaust ducts. He explained to the hostelryman that he was the head of a company that specialized in decontamination and fire reduction.

Sachs points out in telling this story that cleaning the exhaust ducts of a kitchen is a dirty, greasy job and that a man engaged in this work occasionally must come out for air. So, when the young worker emerged from the slimy tube, he encountered his client. The two men had talked for a few minutes, when the hotel manager remarked:

"I certainly have a high regard for the head of your company. He impressed me over the 'phone as being a very capable young man."

"I think a lot of him, too," the worker agreed.

Sachs says that so far as he knows the hotel manager never did find out that the worker in the greasy coveralls also was the "head of the company."

Today, Guardian's chief executive, proud of the fact that he dared to start the company simply because he felt "it was a wide open opportunity," has equipment and tools worth many thousands of dollars, and staffs of experts in each district location.

Sachs was called upon two years ago to decontaminate explosive dust accumulations from a Philadelphia ammunition depot, one of the oldest in the nation. The fact that the government contracted with a company from Little Rock to go all the way to Philadelphia indicated to Sachs that Guardian is one of the outstanding contractors in the nation, and with the know-how, equipment, and experience to remove even explosive dusts, such as TNT, ammonium pictrate, and Black-D. The Philadelphia Naval Ammunition Depot was one of many decontaminated by the company.

Due to the expansive nature of Guardian's services, there is hardly an industrial plant or commercial building that is not a potential client. Although the average person is not aware of fire hazards in various types of dust and other accumulative combustible materials, Guardian's Sachs admonishes:

"I am certain the losses from dust explosions alone run well over one hundred million dollars with appalling numbers of injuries and fatalities. For instance, out of 963 dust explosions reported to the American Fire Protection Association, 613 persons were killed;

1,517 suffered serious injuries; and the amount of financial loss was over \$87 million."

In 1951 Guardian decontaminated the Douglas Aircraft Plant at Tulsa, Oklahoma, one of the longest windowless factories in the world. The company decontaminated nearly one straight mile of superstructure without one serious injury. The assignment took three months.

The Tulsa Douglas plant was deactivated after World War II and Guardian helped take the plant out of mothballs for the Korean incident when it was reactivated.

Among Sachs' clients are: Monsanto Chemicals, General Motors, Sheffield Steel, Ford Motor Company, Douglas Aircraft, General Dynamics, several Hilton and Hilton-Statler hotels; Neiman Marcus, Maison-Blanche, Titcher-Goettinger, Davison-Paxon department stores; national chain stores such as Sears-Roebuck, Grant, Kress, United Rexall, Walgren, and Montgomery Ward; many hospitals, the U. S. Strategic Air Command and other military installations from the Canadian border to Mexico and the Rio Grande Valley, including buildings of the Air Force, Army, Navy, and Veterans Administration.

Virginians Develop New Pollution Control Unit

RICHMOND. Harry E. Seifert, formerly director of the Bureau of Industrial Hygiene of the Virginia Department of Health, recently was named to head the new process engineering division of the Southern Lightweight Aggregate Corporation, which manufactures Solite in Virginia and the Carolinas. The division will market a process designed to control industrial air pollution, according to J. W. Roberts, company president.

The process, a unique wet dust collector, was developed by the production department of the corporation to meet its own needs in the collection of atmospheric dust from smoke stacks of its kilns where slate is subjected to heat of about 2000 degrees Fahrenheit.

When the collector succeeded in



Missing A Bet?

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eliminating more than 90 per cent of the dust and in turning the outflow from kiln stacks from reddish brown to white, Roberts said it was decided to make the invention available to other industries where emission of atmospheric dust is a problem. The wooden collector is designed to treat tremendous volumes of gas at a minimum capital and operating expense, he said.

The company's invention, developed after various commercial collectors failed to stand up under gases and abrasion at one of their plants, is built of wood treated to withstand heat and acids. Inside the collector no nails are used and wooden pegs hold the fir planks in place. The mounting is sloping concrete with a drain for the outflow. Nozzles secured by plastic holders spray and fog the hot gases which baffles built inside the collector guide in the desired pattern. Roberts said the collector is self cleaning and even after a year and a half in operation had no accumulation of solid material.

Mr. Seifert, who has charge of marketing the collector, is a registered professional engineer. He was graduated from Rensselaer Polytechnic Institute at Troy, N. Y., with a civil engineering degree and from Columbia University with a M.S. degree. He has had wide experience in the construction and the industrial hygiene field. He was with the U. S. Public Health Service for sixteen years during which time he was chief of the engineering unit of the Division of Industrial Hygiene and also industrial hygiene consultant for District Number 2.

OTHER NEWSMAKERS:

Edgar A. G. Bright, prominent New Orleans cotton broker, elected president of Board of Commissioners of Port of New Orleans.

Carl McFarlin, Sr., chairman of the executive committee of Devoe and Reynolds, Louisville, elected president of the company.

Samuel L. Nevins, vice president of Olin Mathieson Chemical Corp., Little Rock, awarded Honorary Doctor of Laws Degree—the highest honor a college can bestow—by the University of Arkansas.

Dr. Rush F. McCleary appointed general manager of Research and Development for Jefferson Chemical in Houston.

Henry C. Goodrich elected vice president of The Rust Engineering Co., Birmingham.

H. F. Devens appointed manager of Mississippi Aluminum Corporation of Gulfport.

Robert O. Arnold, Covington, Ga., chosen chairman of the board and president of Fulton Bag & Cotton Mills in Atlanta.



Getting South Carolina Governor George Bell Timmerman's O.K. on plans for the Atlanta Exposition are (left to right) Master Sergeant; Denis Payne, British Consulate, Atlanta; E. A. Yates, Jr., Georgia Governor Griffin's official emissary; Governor Timmerman; Roger E. Montgomery, managing director, International Industrial Exposition; and Major John King, Jr., Executive Aide to Governor Marvin Griffin.

Five Governors Boost Industrial Fair To Be Held In Atlanta May 18-25

ATLANTA. Visitors to the Southeastern International Industrial Exposition scheduled to open here May 18 will see exhibits from throughout the United States and from several foreign countries.

That's the word from E. A. Yates, Jr., Georgia Power Company official who is chairman of the exposition's advisory committee. Yates reports that booth space has already been reserved by manufacturers from California, New York, Pennsylvania, Illinois and from several New England states.

Planned as an annual event, the Exposition will provide a market place for domestic and foreign manufacturers in the southeast. Also, it will focus worldwide attention on the southland and its tremendous potentials for new industry. And, the yearly trade show will broaden the market for products produced in Dixie.

Roger E. Montgomery, manager of the show, says "In my better than twenty-five years of exposition production and management experience, I have never seen an announcement of any show bring the spontaneous and

enthusiastic responses we have received. This reaction fully substantiates the opinions of the members of the exposition's advisory committee—namely—that there has been a definite need for such an annual market place in the southeast.

Foreign exhibitors, particularly alert to any expanding American market and aggressive in their merchandising, are welcoming the inaugural of an annual international trade exposition in an area in which they are most interested. Germany has reserved a very extensive exhibit space, and Great Britain, whose policy is to exhibit as a government only in the Festival of Britain, is now seriously considering breaking the established rule and exhibiting in the First Annual International Industrial Exposition. Recommendation for this has gone forward to Her Majesty's Government from the British Consulate in Atlanta.

Private industry is being encouraged to exhibit British products in the exposition, and several such manufacturers are already in possession of exhibit space. Japan is now studying her space

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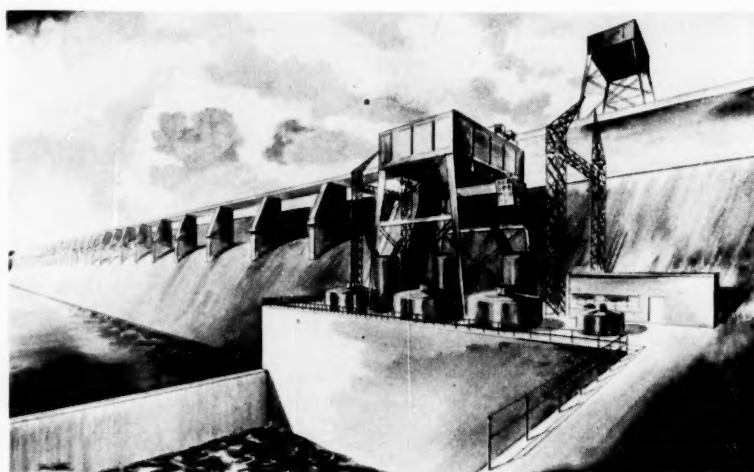
Southeastern States will not only be represented by their industry, but in many cases by State exhibits as well. All will stress the assets of their respective states wherein new industry is concerned. Utility companies from several states will have large exhibits 'telling the story' of their services available to industrialists seeking new plant sites. Among these will be Georgia Power Company, The Southern Company and Alabama Power.

Governors of the southeastern states who have thus far accepted Georgia Governor Marvin Griffin's invitation to serve with him on the honorary advisory committee of the exposition include, Hon. James Folsom of Alabama, LeRoy Collins of Florida, James P. Coleman of Mississippi, and George Bell Timmerman of South Carolina. A special delegation of Governor Griffin's has been busily engaged in visiting the capitals of the southeastern states to present the invitations.

Flights have been made in the "Georgia Peach," Governor Griffin's plane. A United States Marine Corps honor escort has met the delegation at each city. Besides Yates and Montgomery, the delegation included Denis Payne, Trade Officer, British Consulate, Atlanta; Thomas Wright, Vice President, Tucker Wayne, Inc.; and Governor Griffin's Executive Aide, Major John King, Jr.

A comprehensive program of panel discussions will be a feature of the exposition. Also, an elaborate social program has been planned for exhibitors, visitors and their wives. Mrs. E. A. Yates, Jr., is chairman. Members of her committee are, Mesdames Jackson P. Dick, Jr., Anne Atkins Meador, F. Chauncey Battey, Julion M. Fowler and Thornton Kennedy. Social functions will include, a British Hunt breakfast, to be telecast from the private dining room in which it will be held at the Dinkler Plaza, a luncheon for visiting ladies at the New Art Museum, followed by a tour of that building, a cocktail party in the roof dining room of the Dinkler Plaza, and a banquet closing night, May 25, at the Piedmont Driving Club.

A formal premiere (black tie) will open the exposition on the night of the 18th. Special invitations will be extended for this event. Special ceremonies of a colorful nature are being staged.



Proposed Oliver dam will be 75 feet high and 2,021 feet long. It will form a lake 8.5 miles long covering 2400 acres.

Georgia Power Company To Expand Hydro Projects On Chattahoochee

ATLANTA. The Georgia Power Company has made application to the Federal Power Commission for a license to construct a 60,000 kilowatt hydroelectric plant and dam on the Chattahoochee river just north of Columbus. The development, which will cost more than \$13 million, will be known as the James McCoy Oliver dam and will form a part of the company's Middle Chattahoochee development.

Since announcing preliminary plans for the project a year ago, the company has been conducting surveys and foundation explorations and preparing engineering designs necessary to the filing of the license application. The company has made these studies under a temporary permit granted by the Federal Power Commission on May 10, 1955.

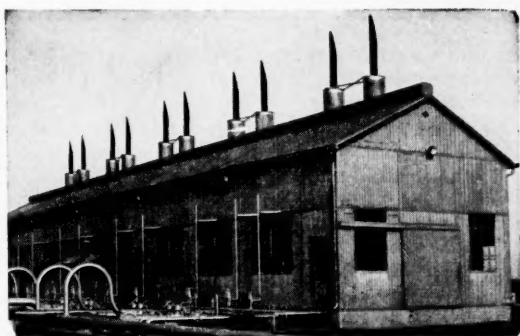
Four Generating Units

The application calls for a powerhouse containing four generators. The original estimate for the plant a year ago had called for three generators with a capacity of 48,000 kilowatts. The changes in construction plans will increase the cost from an originally estimated \$11 million to \$13 million.

Oliver dam, to be located at the historic Clapp's Factory site just north of the city limits of Columbus, is named for James M. Oliver, vice president and

general manager of the Georgia Power Company, in recognition of his great contributions to the growth and development of the organization. Mr. Oliver is a veteran of 40 years of service in the public utility industry. A native of Dadeville, Alabama, he was graduated from Alabama Polytechnic Institute in 1915 with the degree of Bachelor of Science in electrical engineering. He joined the Alabama Power Company upon graduation, serving in various engineering capacities. He came to Georgia in 1927 as operating manager of the Georgia Power Company. In 1944 he was named vice president in charge of operations, and in 1951, vice president and general manager.

The Middle Chattahoochee development, of which Oliver dam is the newest link, includes also the company's Goat Rock and North Highlands hydroelectric plants. Goat Rock is located 8½ miles north of the Oliver dam site. It impounds a reservoir extending 5.8 miles and covering 1400 acres. It has a capacity of 21,000 kilowatts in five hydroelectric units, of which one 5,000 kilowatt unit was completed in 1955. A sixth unit, also of 5,000 kilowatts, is now under construction with completion scheduled this month. The North Highlands plant is a little over a mile below the Oliver dam site. It consists



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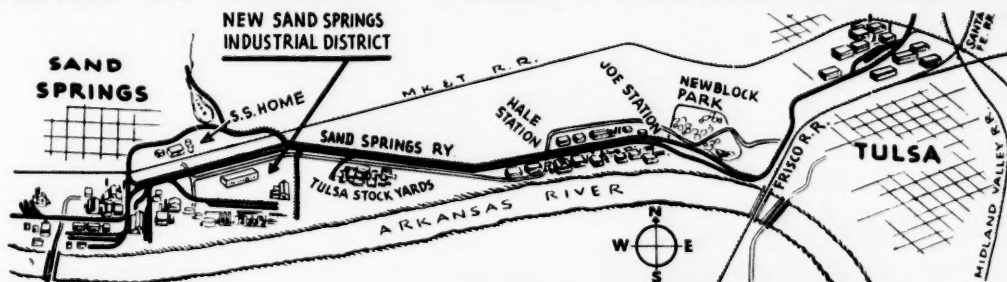
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of six hydroelectric units with a capacity of 6,900 kilowatts. It impounds a lake covering approximately 200 acres.

The Oliver dam will be 75 feet high and 2,021 feet long. It will impound a lake $8\frac{1}{2}$ miles long, extending to the foot of Goat Rock dam and covering approximately 2,400 acres. It has been designed so as to permit a navigation lock to be installed by the federal government at its option. The Goat Rock and North Highlands dams do not contain navigation locks but the company has stated that it will grant permission over its property for such facilities if the government desires to construct them.

The three plants in the Middle Chattahoochee development will fully utilize the head of 178 feet between the City Mills pond in Columbus and the foot of the Bartletts Ferry dam 15 miles upstream. They will have a combined electric generating capacity of 92,900 kilowatts, and will produce 470 million kilowatt hours of power in a normal water year. Oliver dam alone will produce 255 million kilowatt hours.

Harlee Branch, Jr., president of the Georgia Power Company, stated that the Middle Georgia development will contribute toward the full utilization of the Chattahoochee river for navigation, flood control, water supplies for municipalities and industries, and recreation purposes, in addition to the production of electric power.

He pointed to the company's existing 21 hydroelectric plants as evidence of the utility's deep concern with development of the state's waterways over a period of more than 50 years. The proposed Oliver dam will fit in with the plans of the U. S. Army Corps of Engineers for the Buford, Fort Gaines and Jim Woodruff developments on the Chattahoochee now under construction.

New Plastics Firm Opens In Carolina

GREENSBORO, N. C. Constructed and equipped with money invested solely by North Carolinians, the Southern Plastics Engineering Corporation here is now in production.

This home-owned and home-developed plant, which is owned by more than 800 stockholders, all of whom live in the State, is being hailed as a striking example of a group putting into practice what Governor Luther H. Hodges is strongly advocating in the

way of development of small industries by North Carolinians in North Carolina.

The concern will make custom plastic molds for electronics and textile industries operating in this and other states, Jack Worsham, President, said.

The company starts out with orders from textile firms in both Carolinas. It will manufacture a warped plastic spinning tube designed to replace paper and wood tubes, which are now being brought into the Carolinas from New Jersey and Ohio, Worsham said.

A variety of component parts will be manufactured by the company, whose new brick plant is located about three miles north of Greensboro on U. S. Highway 29, Worsham said.

All stock in the company has been sold, said Worsham, a former Reidsville attorney. The firm has an authorized capital of \$500,000, with more than 800 Tar Heels owning the \$275,000 in stock that was offered for sale. No more stock sales are contemplated, Worsham said.

"We know there is a great need for component parts for the electronics and textile industries that can be manufactured profitably in North Carolina as well as elsewhere," Worsham said.

A survey made sometime ago by the Small Industries Section of the Department of Conservation and Development's Division of Commerce and Industry showed more than \$200 million annually is being spent outside the State by North Carolina-domiciled concerns for component parts which can be made in this State.

The survey was made by G. F. Albright, head of the Small Industries Section, who worked with Worsham and his associates in establishment of the plastics molding plant. Other officers of the company besides Worsham are: Andrew Westhead, Vice President, and George C. Hagblom, Secretary-Treasurer.

Westhead was with General Electric Corp. in the New England area for 15 years as an engineer, and Hagblom was associated for years with a nationally known air conditioning company as a plastic parts consultant in Pennsylvania.

Raw materials for the various types of plastic molds are being obtained from such concerns as Du Pont, the American Cyanamid Company, the Bakelite Corporation and other chemical plants which make raw plastics.



Plant Manager Beller.

Production Begins In New Acetylene Unit

CALVERT CITY, KY. Manufacture of high pressure acetylene products on a full commercial scale for the first time in the United States got under way here recently when operations were started at the new \$6 million plant of General Aniline & Film Corporation. The new operation is the result of 14 years of research, pilot plant production and market development.

In announcing the start of production John Hilldring, President of General Aniline, said: "The plant represents a most important step forward in a vast new field of chemistry in this country."

Philip M. Dinkins, Vice President in Charge of Operations of the Dyestuff and Chemical Division which will operate the plant, says that "A widespread industrial acceptance has already been achieved for the products to come from this new manufacturing operation."

A pilot plant for the acetylene derivatives has been operated by General Aniline at its Linden, N. J., installation since 1947 and a great many of the new products have been manufactured there in semicommercial and laboratory quantities. With full scale commercial production now under way, these products will be available to American industry at new low commercial prices and in multimillion pound quantities.

Listed in the new product line to be manufactured here are Propargyl Alcohol, Propargyl Bromide, Butynediol, 1, 4 Butanediol, Butyrolactone, Pyrrolidone, Methylpyrrolidone, Vinylpyrrolidone (PVP), and PVP-Iodine. The new plant is an integrated type and

capable of being rapidly expanded for the production of each individual item. Most of these chemicals have unusual properties which have already made possible many new and improved industrial consumer products.

PVP is now being widely used in cosmetics, Aerosol hairsprays, men's hair grooming products, shampoos, shaving creams, skin lotions, antiperspirants, and hair dyes are some of the cosmetic products containing PVP.

In the pharmaceutical industry PVP

is an accepted blood volume expander, suspending agent, tablet binder, and drug vehicle. Propargyl Alcohol, Propargyl Bromide and Butyrolactone are the intermediates of choice in vitamin and related syntheses.

PVP-Iodine has been shown to be an extremely effective bactericide, fungicide and viricide, far less toxic than other forms of iodine. It will soon be marketed in products such as topical antiseptics, mouthwashes and other proprietary and ethical formulations.

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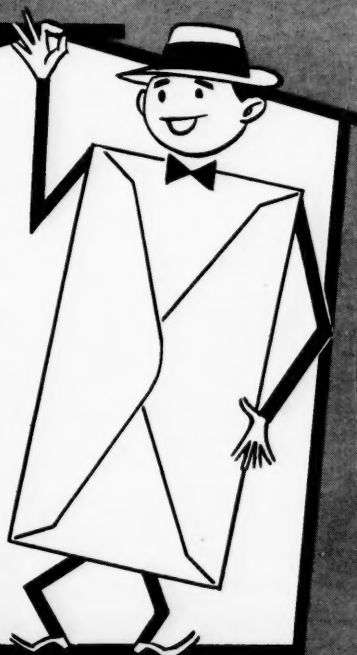
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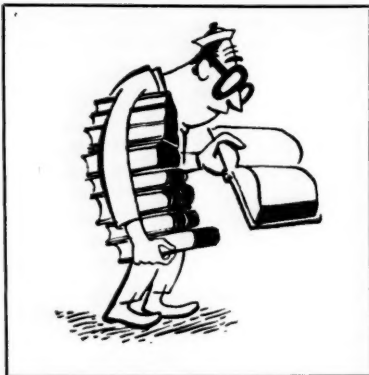
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☐ **Southern Industrial Directory, 1952 edition**, lists some 3,000 plants valued at \$1 million or more, indexed alphabetically, geographically, and by product. Give name of key executive, approx. number of employees, home office. Reference section lists several hundred development groups, advertising consultancies, business publications, research agencies, government offices, foreign trade institutes, trade associations, and other data sources in the South. 60 pp., 11 x 11, \$5. SID-52.

☐ **Southern Industrial Directory, 1953 edition**, lists approximately 12,500 manufacturers employing 50 or more, classified by product, approx. number of employees. Includes, for example, 229 baking firms, 123 box and crate manufacturers, 208 fertilizer plants, 377 hosiery mills, 161 meat packers, 191 publishing plants, 149 steel fabricators, 270 yarn mills, 130 makers of work clothing. 84 pp., 11 x 11, \$5. SID-53.

☐ **The South in 1975, full text of report of Southern Association of Science and Industry to the 1954 Southern Governors' Conference**, estimating industrial growth of South over next 20 years. SCI-JF-55, \$1.50.

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Propargyl Alcohol and Butynediol are extremely effective corrosion inhibitors in acid pickling, in oil well acidizing, and in dry cleaning solvents.

Until now these products had undergone intensive market testing by the Company's commercial development department under the direction of Dr. Jesse Werner. Because of the importance of the new venture an acetylene chemicals sales department has been set up within the Antara Chemicals Division of which Harold G. Shel-

ton is manager. The new department will be headed by Daniel B. Witwer who previously handled the items in the commercial development department.

The new plant will be under the management of Dr. Hans Beller who has been associated with General Aniline's high pressure acetylene program since its inception.

Although acetylene has been used in chemical reaction for many years, its use at elevated temperature and pressures is relatively new. Investigations in this field were first started by Dr. J. Walter Reppe in Germany in 1931. In the early 1940's General Aniline & Film obtained a number of patents based upon Dr. Reppe's work and began its own research and development activities, first at the Company's Central Research Laboratories in Easton, Pa., and thereafter at the Linden plant. As a result of these years of intensive research, development and pilot plant operation, the Company has improved on the original techniques and processes of this new chemistry and has augmented its original patent position with a large number of new patents on its own inventions and improvements. The Company has spent several million dollars on research and development.



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WORLD TRADE

Latin Travel Seen Doubled In 5 Years

ATLANTA. Commercial airlines have only "scratched the surface" in developing tourist air travel to the Caribbean and South America, in the opinion of C. E. Woolman, president and general manager of Delta Air Lines.

The head of the fifth largest U. S. airline predicted that air traffic between the U. S. and sunny vacation lands to the South will double in the next five years.

"A vast potential market as yet untapped exists among middle-income groups in the United States who have never flown," he declared.

Woolman cited as examples secretaries, professional people, industrial workers and other wage-earning groups.

Air travel makes it possible for these relatively high income earners to take their vacations in tropical resorts such as Havana and other Caribbean cities, particularly in off-seasons, he said.

The Delta official said his company has carried more than 50,000 summer vacationists to Florida and 20,000 to Cuba since Delta originated the airline package tour in 1947. Since that time, he pointed out, this plan has been widely copied by other airlines.

Woolman urged cancellation of the "discriminatory" 10 per cent federal tax on travel between the United States and Caribbean countries and South America.

"Florida as well as Caribbean resorts will benefit from the removal of this impediment to travel," he argued.

The Atlanta airline executive believes that the law requiring transient international air passengers to deplane at Havana airport—often in the middle of the night—is costing Cuba friends.

Elimination of this vexing require-



This striking new administration center is being planned by the Texas Division of Dow Chemical at Freeport, Texas.

ment is highly desirable he said.

Other countries could profitably take steps to simplify visa, customs and other requirements for international air travelers, he pointed out.

Woolman said he had discussed these matters in Havana recently with President Fulgencio Batista and had found the Cuban Chief of State sympathetic to the problem.

An aviation pioneer who has headed Delta since its inception in 1925 as the world's first commercial crop dusting company, Woolman sees aviation as a means of further strengthening the bonds between the two Americas.

"We like to think," he said, "that Delta's international routes which operate through the New Orleans gateway serve as an 'aeropista' linking the U. S. more firmly with its good neighbors to the South."

He said Delta has on file with the Civil Aeronautics Board an application to extend its routes from Miami to Havana, thus permitting the airline to connect Chicago and other cities on its system more directly with Cuba and

other Caribbean countries.

The Delta official does not believe this extension would be injurious to other airlines now serving the route.

"Additional competition would further stimulate development of air travel over this high-density route," he declared. "The tremendous natural growth of air traffic is another factor to be considered, also. The airlines are finding it difficult today to obtain aircraft rapidly enough to take care of this growth."

Woolman emphasized that Delta's belief in the air travel potential of the Caribbean area led the company last April to inaugurate the first inter-continental service with Golden Crown DC-7's, pace-setters of the Delta fleet.

The airline, which has its headquarters in Atlanta, serves 60 cities in the U. S. and the Caribbean over a 10,765 mile system.

Delta flights serve Havana; Port-au-Prince, Haiti; Ciudad Trujillo, Dominican Republic; San Juan, Puerto Rico; Montego Bay, Jamaica; and Caracas, capital of Venezuela.

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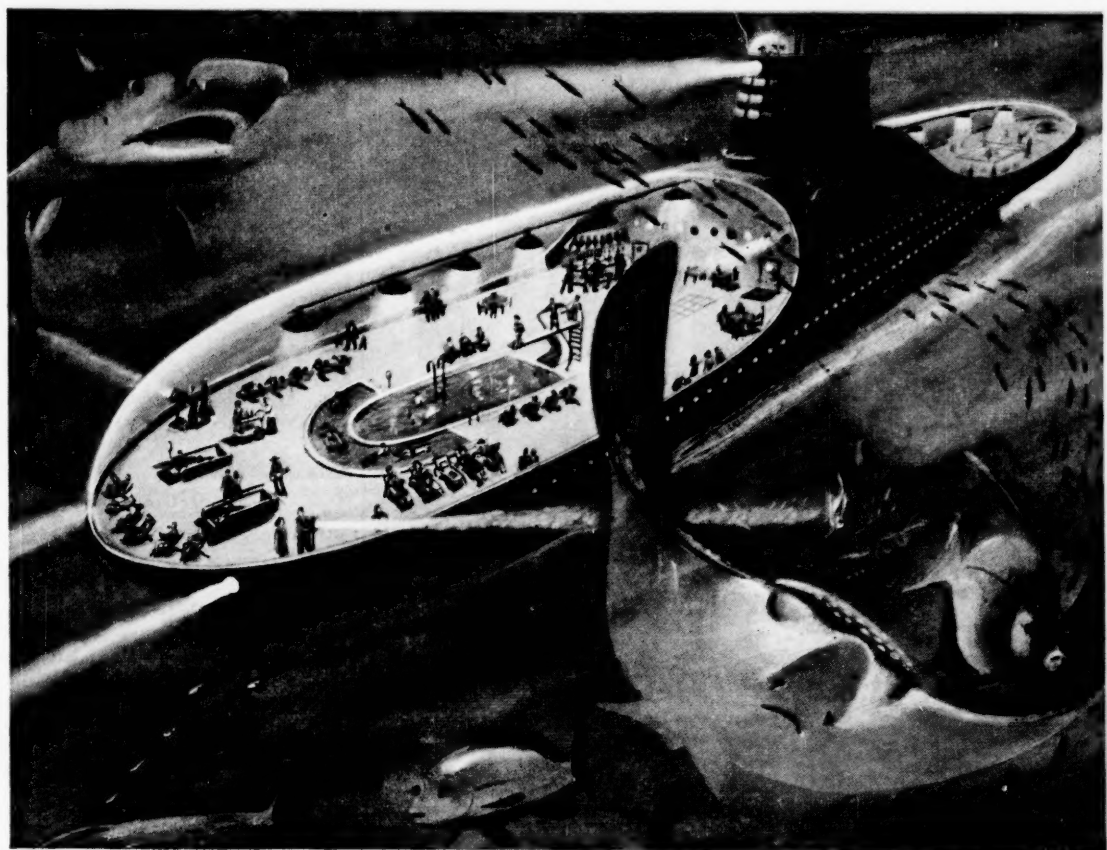
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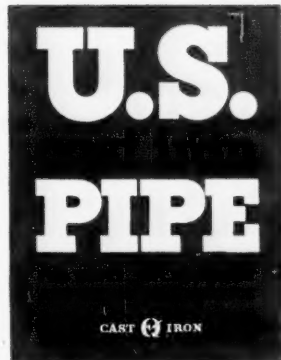
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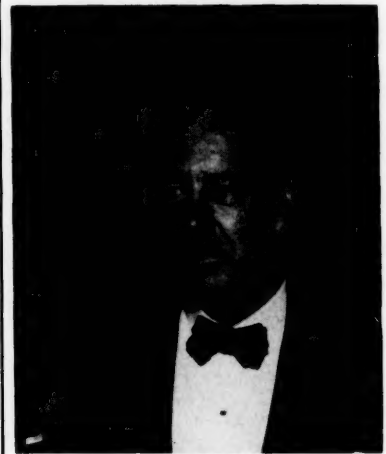
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BOOKS AND REPORTS



Southern spokesman Graves.

Graves Writes History Of Southern Research

BIRMINGHAM. An impressive "History of Southern Research Institute" has just been published here. Covering the first ten years of operation of the Institute, the comprehensive account is written by Birmingham columnist John Temple Graves.

The story traces the course of an idea set forth by scientists at the University of Alabama, of a plan developed by industrialist Thomas W. Martin, and of the support of such organizations as the SASI.

Mr. Graves has long been identified with editorial coverage of southern affairs. In 1953 he received SASI's Distinguished Service Award for his contributions to the advancement of the South.

History of Southern Research Institute, by John Temple Graves, Birmingham Publishing Co., Birmingham, Ala., Dec. 1955, 209 pp.

New Survey Summarizes N. C. Water Resources

RALEIGH. Contrary to popular belief, the underground reservoirs in North Carolina are not being depleted and the water table is not perennially falling.

This statement is made by H. E. LeGrand, geologist with the Raleigh office of the U. S. Geological Survey, in Bulletin No. 69 on "Ground-Water Resources in North Carolina."

The bulletin, just published, is a cooperative undertaking of the Geological Survey and the North Carolina Department of Conservation and Development and may be obtained by writing the C & D Department's Division of Mineral Resources, Raleigh.

"In spite of the great number of wells, the ground-water resources have not been overdeveloped," LeGrand writes. "In fact, North Carolina does not rank high, compared with other states, in the total use of ground water."

LeGrand states this is due largely to the following reasons: (1) Surface water supplies are readily available in many places for large municipal and large industrial uses where individual wells do not yield large amounts of water; and (2) more important, most people are not aware that adequate ground-water supplies may be available for their purposes.

Despite the fact, LeGrand says, that North Carolinians are using more ground water than ever before, the use is so small and so dispersed compared with the total ground water available that the withdrawal has no significant effect on the water table throughout the State.

The C & D Department and the Geological Survey are now making a cooperative study of ground-water resources of the State in an effort to show where wells can be developed to produce various quantities of water and to determine the perennial supply available to each area.

LeGrand writes that failure to use ground-water is not conservation. "As with all renewable natural resources," he adds, "wise and full use is the most productive form of conservation."

OTHER RECENT RELEASES:

Texas National Bank of Houston, Texas, 1955, 12 pp.

Getting and Holding Good Employers, Report of the Committee on Economic Policy, Chamber of Commerce of the United States, Washington 6, D. C., 1956, 26 pp., \$50.

Report for the Year 1955, The Citizens & Southern National Bank, Atlanta, Ga., 20 pp.

Trade Expansion Thorough South Carolina Ports, by Cotesworth P. Means, Chairman, S. C. State Ports Authority, BUSINESS AND ECONOMIC REVIEW, The University of S. C., Columbia, Feb. 1956, 4 pp.

South Carolina Ports Serve All South Carolina, South Carolina State Ports Authority, Charleston, 17 pp.

Golden Biennium, 1955-56, TEXAS BUSINESS REVIEW, Annual Issue, Bureau of Bus. Res., Univ. of Tex., Austin 12, Feb. 1956, 32 pp., \$20.

Tabular Summary of Foreign Waterborne Commerce of Virginia Ports: First

Nine Months and Third Quarter of 1955 Compared with First Nine Months and Third Quarter of 1954, by Research Economist, Va. State Ports Authority, Norfolk, Jan. 1956, 40 pp.

1955 Annual Report The Bank of Virginia, Richmond, 31 pp.

Industrial Development Report for 1955, Industrial Division, Oklahoma City Chamber of Commerce, Jan. 1956, 27 pp.

Upholstered Furniture Manufacturing in North Mississippi, North Miss. Industrial Dev. Assoc., West Point, Miss., Jan. 1956, 9 pp.

Southern Wholesale Grocery Trading Areas, Research Dept., Liller, Neal & Battle, Walton Bldg., Atlanta 3, Ga., May 1955, 51 pp.

Trends in Cotton Production, by J. Z. Rowe, Federal Reserve Bank of Dallas, Dallas, Tex., Feb. 1, 1956, 6 pp.

The Teaching and Learning of Engineering, by Erich A. Farber, ENGINEERING PROGRESS AT UNIV. FLA., Nov., 1955, Gainesville, 3 pp.

Proceedings of the Sixth Annual Southeastern Symposium on Industrial Instrumentation, Jan. 31-Feb. 2, 1955, ENGINEERING PROGRESS AT UNIV. FLA., Dec. 1955, Gainesville, 64 pp.

A Basis for a Training Program for Sewage Plant Operators, by Theodore Jaffe and John P. Daughtrey, ENGINEERING PROGRESS AT UNIV. FLA., Nov. 1955, Gainesville, 6 pp.



4,000 TONS OF DEAD WEIGHT SAVED!

Above, State Office Building, Richmond, Va. Merrill C. Lee, Architect. Virginia Engineering Company, Contractors. SOLITE lightweight masonry units are also being used throughout this building.

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Herty Foundation, Savannah
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Atlantic Research Corp., Alexandria, Va.
Atlantic Scientific Corp., Orlando, Fla.
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Babcock & Wilcox Co., Atlanta, Ga.
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Barnes, Askew, Mills & Co., Atlanta
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Cabot Carbon Company, Gainesville, Fla.
Cameron & Barkley Co., Charleston
Carbide & Carbon Chemical Corp., N. Y.
Cardinal Products, Inc., Durham
Carolina Ford Tractor Co., Charlotte
Carolina Power & Light Co., Raleigh
Celanese Corp. of America, Bishop, Texas
Central of Georgia Railway Co., Atlanta
CENTRAL LOUISIANA ELECTRIC CO., INC., Lafayette, La.
The Chattanooga Times, Chattanooga
The Chemstrand Corp., Decatur, Ala.
THE CITIZENS & SOUTHERN NATIONAL BANK, Atlanta
THE COCA-COLA COMPANY, Atlanta
Columbia-Southern Chemical Corp., Lake Charles, La.
Combustion Engineering-Superheater, Inc., Chattanooga
Commercial National Bank, Daytona Beach

* Italic face type indicates sustaining members.

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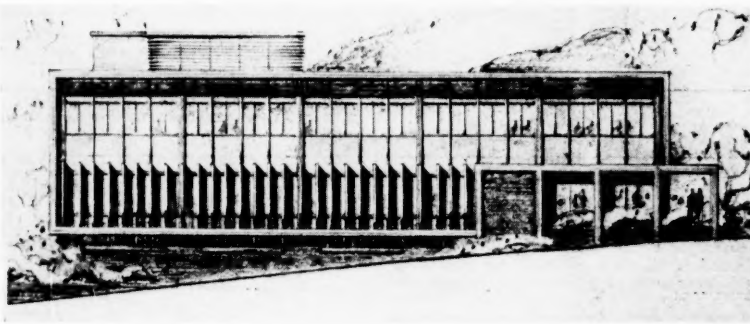
CORP., Laurel, Miss.
W. H. Curtin Co., New Orleans
Davison Chemical Corp., Baltimore
DeBardeleben Coal Corp., Birmingham
Dinkler-Tutwiler Hotel, Birmingham
Dow Chemical Company, Atlanta
Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
Edmundson-DuRice Mill Co., Rayne, La.
Elmco Corp., Birmingham, Ala.
Electric Research Corp., Atlanta
Employers Insurance Co. of Alabama, Birmingham
Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
Evening Post Publishing Co., Charleston
Experiment, Inc., Richmond
Fernwood Industries, Fernwood, Miss.
Filtrol Corp., Jackson, Miss.
First Research Corp. of Florida, Miami
First National Bank, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
First National Bank in Waycross, Ga.
Fisher Scientific Co., Silver Spring, Md.
Florida Power Corporation, St. Petersburg
Florida Power and Light Company, Miami
Fla. State Chamber of Commerce, Jacksonville
The Florida Times-Union, Jacksonville
Floridin Co., Tallahassee, Fla.
L. B. Foster Co., Atlanta
FULBRIGHT LABORATORIES, INC., Charlotte
FULTON NATIONAL BANK OF ATLANTA
General Motors Corp., Doraville, Ga.
GEORGIA POWER COMPANY, Atlanta
GEORGIA POWER AND LIGHT CO., Valdosta, Ga.
Greene Brothers, Inc., Dallas
GRIFFIN GROCERY CO., Muskogee, Okla.
Gulf, Mobile & Ohio R. R. Co., Mobile
Gulf Oil Co., Atlanta
Gulfport Fertilizer Co., Gulfport, Miss.
GULF POWER COMPANY, Pensacola
Guthrie Investment Co., St. Petersburg
HARSHAW CHEMICAL CO., Cleveland
Hercules Powder Co., Hattiesburg, Miss.
Hercules Powder Co., Inc., Wilmington
Hudson's Dept. Store, Anniston
Ideal Fishing Float Co., Inc., Richmond
Ingalls Shipbuilding Corp., Pascagoula, Miss.
INTERNATIONAL BUSINESS MACHINES CORP., New York
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERE-MCEE OIL INDUSTRIES, INC., Oklahoma City
Kewaunee Mfg. Co., Adrian, Mich.
KIMBLE GLASS CO., SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
Kinston Free Press Co., Inc., Kinston, N. C.
Koppers Co., Port Arthur, Texas
Kraft Equip. Co., Savannah
Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
Law & Co., Atlanta
Lawyers Title Insurance Co., Richmond
Liggett & Myers Tobacco Co., Durham, N. C.
Liller, Neal, and Battle, Atlanta
Lion Oil Company, El Dorado
Long-Lewis Hardware Co., Bessemer, Ala.
Louisiana Power & Light Co., New Orleans
Louisville and Nashville Railroad Co., Louisville
Masonite Corp., Laurel, Miss.
McCall Manufacturing Co., Easley, S. C.
McKesson & Robbins, Inc., Birmingham
MEMPHIS PUBLISHING CO., Memphis
Merchants National Bank, Mobile
Metal-Katcher Co., Louisville
Miller and Rhoades, Inc., Richmond
Minis & Co., Savannah
Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
Monsanto Chemical Co., Anniston
Monsanto Chemical Co., Texas City, Tex.
Nashville, Chatt. & St. R. R. Co., Nashville
Nat'l Fruit Produce Co., Winchester, Va.

Newman, Lynde & Associates, Inc., Jacksonville
NEW ORLEANS PUBLIC SERVICE, INC., New Orleans
Newport Industries, Inc., Pensacola, Fla.
Newport News Shipbuilding & Drydock Co., Newport News, Va.
The News & Courier Co., Charleston
Norfolk and Western Railway Co., Roanoke, Virginia
Oklahoma Gas & Electric Co., Okla. City
Pan-Am Southern Corp., New Orleans
PEMCO CORP., Baltimore
Philip Morris Co., Ltd., Richmond, Va.
Charles H. Phillips Co., Gulfport, Miss.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
Powhatan Mining Co., Baltimore, Md.
Wm. P. Poythress & Co., Richmond
The Progressive Farmer, Raleigh
RALSTON PURINA COMPANY, St. Louis
Reynolds Metals Co., Arkadelphia, Ark.
Richards & Assoc., Inc., Carrollton, Ga.
Rittenbaum Bros., Atlanta
Riverside Oil Mills, Marks, Miss.
A. H. Robins Co., Richmond
RUST ENGINEERING CO., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
Shell Chemical Corp., Atlanta
Shenandoah Life Ins. Co., Roanoke
Sherwood Refining Co., Gretna, La.
Smith-Douglas Co., Inc., Norfolk
Snively Groves, Inc., Winterhaven, Fla.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
South Carolina Natl. Bank, Columbia
South Fla. Test Service, Miami
Southdown Sugars, Inc., Houma, La.
Southeastern Clay Co., Alken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
Southland Co., Yazoo City, Miss.
Southland Paper Mills, Inc., Lufkin, Texas
STATE PLANTERS BANK & TRUST CO., Richmond, Va.
Tampa Electric Co., Tampa
Taylor & Caldwell, Inc., Walkerton, Va.
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Tennessee Corp., College Park
Tennessee Corp., New York
Tenn. Light and Power Co., Springfield, Tenn.
Tenn. Products & Chemical Corp., Nashville
Texas Gulf Sulphur Co., New Gulf, Texas
The Thomas A. Kaolin Co., Baltimore
Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
United Gas Pipe Line Co., Shreveport
Valentine Co., Richmond
Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
R. A. Wade, Chattanooga
West Point Mfg. Co., Shawmut, Ala.
West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
Wilkerson, Cochran & Huebsch, Eustis, Fla.
Will Corp. of Georgia, Atlanta
Wilson Paper Box Co., Richmond
Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
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Virginia Academy of Science

NOTE: Any firm doing business in the South is eligible for membership in SASI. For detailed information and membership application blank contact SASI Headquarters, Conway Bldg., North Atlanta 19, Ga.



Birmingham facility—this new 3-story building will provide an additional 15,000 square feet of floor space for Southern Research Institute. It will include space for all administrative offices.

Plastics Progress 1955—Papers and Discussions at the British Plastics Convention, edited by Phillip Morgan, Philosophical Library, 15 E. 40th St., New York 16, 432 pp., 1955, \$17.50.

Peaceful Uses of Atomic Energy—Proceedings of the International Conference in Geneva, Aug. 1955, Vol. 14, A United Nations Publication, Columbia University Press, 2960 Broadway, New York 27, Feb. 20, 1956, 305 pp., \$6.50.

Nineteenth Semiannual Report of the Atomic Energy Commission, U. S. Govt. Printing Office, Washington, D. C., Jan. 1956, 200 pp.

Publications of the Fla. Engineering and Industrial Exp. Station, ENGINEERING PROGRESS AT UNIV. FLA., Oct. 1955, Gainesville, 7 pp.

Coastal Development and Coastal Protection, by Per Bruun, ENGINEERING PROGRESS AT UNIV. FLA., Nov. 1955, Gainesville, 30 pp.

Report of Miss. Manufacturers Assoc., Fourth Annual Convention and Free Enterprise Celebration, Oct. 16-19, 1955, 100 E. Pearl Bldg., Jackson, Miss., 47 pp.

First Report of The Miss. River Bridge Authority, 1952-1955, Miss. River Bridge Authority, New Orleans, La., 44 pp.

Annual Statement and Report—Federal Reserve Bank of Atlanta, For the Year 1955, Federal Reserve Bank of Atlanta, Ga., Feb. 1956, 47 pp.

Texas Industry: 1955-1956, TEXAS BUSINESS REVIEW, Bur. Bus. Res., Univ. of Tex., Austin, Feb. 1956, 9 pp.

Forest Statistics for the Mountain Region of North Carolina, 1955, by James F. McCormack, U. S. Dept. of Agriculture, Forest Service, Southeastern Forest Exp. Station, Asheville, N. C., Jan. 1956, 46 pp.

Timber Resource Review, Chapters I through IX, U. S. Dept. of Agriculture, Forest Service, Asheville, N. C., Sept. 1955: Chapter I, Timber Resources for America's Future, by Edward C. Crafts, 129 pp.; Chapter II, Domestic Supply of Forest Land and Timber, by M. B. Dickerman and John R. McGuire, 70 pp.; Chapter III, Growth and Utilization of Domestic Timber, by George F. Burks and C. Edward Behre, 76 pp.

Chapter IV, Factors Affecting Future Supply and Quality of Domestic Timber, A Forest Protection Against Destructive Agencies, by George H. Hepting and George M. Jemison, 69 pp.

Chapter IV, B. Condition of Recently Cutover Lands, by Leonard I. Barrett, Lawrence P. Neff, Philip A. Briegleb, 85 pp.; Chapter IV, E. Financial and Economic Factors, F. Forestry Assistance Programs, by E. T. Williams, M. B. Dickerman and R. W. Marquis, 13 pp.; Chapter IV, C. Forest Tree Planting, by Walter M. Zillgitt and Roland Rotty, 32 pp.; Chapter IV, D. Ownership of Forest Land and Timber, by H. R. Josephson and John R. McGuire, 60 pp.

Chapter V, Some Factors Influencing Past Consumption of Timber Products, by James C. Rettie, 45 pp.; Chapter VI, Future Domestic Requirements for Timber, by James C. Rettie, 141 pp.; Chapter VII, Future Supply and Quality of Domestic Timber, by C. Edward Behre and S. Blair Hutchison, 43 pp.

Chapter VIII, Timber Resources of North America and the World, Ray F. Taylor, R. R. Robinson and Robert K. Winters, 57 pp.; Chapter IX, Appendices, A. Summary of Basic Statistics, by George F. Burks, 116 pp.; Chapter IX, Appendices, B. Definition of Terms, C. Converting Factors, D. Sampling Standards, 15 pp.; Chapter IX, Appendices, E. Criteria for Rating Productivity of Recently Cutover Lands, 76 pp.



"Who Services This Thing?"

Progress Notes

► **TAMPA.** Southland Oil Company will begin construction here soon of a refinery for processing gasoline, diesel oil, jet fuel, fuel oil, and asphalt products. The \$25 million unit will be built by a firm headed by E. Constantine, Jr. of Dallas. A 600-acre site has been acquired on the eastern shore of the harbor here.

► **STERLINGTON, LA.** Commercial Solvents Corporation will invest \$10 million in expansion of its facilities for production of methanol and petrochemical derivatives. Part of the funds will be spent here, and the remainder at the company's Terre Haute, Indiana, plant.

► **ATLANTA.** A new \$1 million research building to be used jointly by the Georgia State Highway Department and the Georgia Institute of Technology has been dedicated here by Governor Marvin Griffin. Activities will include research on soils, highway construction, and structures.

► **NORTH LITTLE ROCK, ARK.** Visking Corporation has sold its fabric plant here to Chicopee Manufacturing Corporation of New Brunswick, New Jersey. According to Visking president, Howard R. Medici, in Chicago, the sale "is largely due to the realization that our company's best interests lie not in the textile field but in the plastics and chemical industries in which Visking has historically excelled."

► **DETROIT.** R. C. Mahon Company here has recognized the broadening construction market of the South with the establishment of distributing facilities in four southern cities. The new distributors for the company's metal building products include Buie Building Material Company, Houston; Metallic Engineering Company, Miami; George P. Coyle and Sons, Jacksonville; and Southern Glass Company, Memphis.

► **NORFOLK.** The Virginian Railway will increase its coal-dumping capacity here by more than one-third with a \$2 million expansion of its pier facilities at Sewells Point. A continuation of the heavy coal movement is

A Voice For Dixie

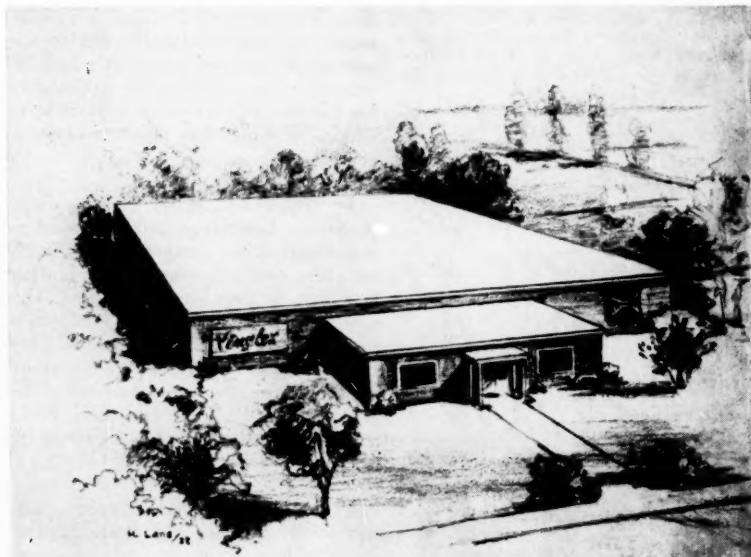
"What the South Needs" is the heading on a long list that Southern business leaders carry around in their heads. High up on the list for a long time has been a truly Southern magazine of business.

Manufacturers Record: The Newsmagazine of Southern Science And Industry has settled in Atlanta after 73 years in Baltimore. The January issue, the first number under the magazine's new management, is off the presses.

We like what is said in the magazine's lead editorial. The magazine will support "dynamic conservatism." We think that is all to the good. It takes this stand: "We will devote our efforts toward achieving a better appreciation of the South in other sections. For the South is still the most misunderstood of all the regions of the nation."

We salute this new settler. The relocation of Manufacturers Record is a sign that things are up, not down, in Dixie.

—The News and Courier
Charleston, S. C.
January 30, 1956



This new plant for Vynlex Corporation will be the first unit in a new planned industrial district in Knoxville. Vynlex president R. W. Empey reports that the 8,200 square foot structure will be used jointly with an associated company, Everwarm, a manufacturer of electrical heating units.

foreseen by Frank D. Beale, vice president.

New Plant Summary

The following is a summary of major industrial plants reported to the RECORD during the month of February, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Birmingham—Central Scientific Co., John T. Gossett, Pres., scientific instruments. Guntersville—Gates Rubber Co., tread rubber. Completion est. April, 1956.
Listerhill—Ford Motor Co., aluminum foundry. (D).
Roberta—American-Marietta Co., will install new unit at existing plant, cement. Multi-million.
Sheffield—Ford Motor Co., automatic transmissions, engine parts. Completion est. late 1957. Multi-million. (D).
Tuscaloosa—Southern Pine Chemical Recovery Corp., John M. Jernigan, Pres., industrial products.

ARKANSAS

Fort Smith—Arkansas Container Corp., John G. Kain, Pres., corrugated paper boxes. Operation est. to begin July, 1956. (D).
Fort Smith—Baldor Electric Co., electric motors. (C).
North Little Rock—Hall Tank Co. (A).
North Little Rock—Munsey Products, Inc., electric toasters. Completion est. 1956. (B).
North Little Rock—Peerless Products Div. (United Cooling Towers, Inc.), air conditioning towers. (B).
Rogers—Concrete Products Co., concrete blocks.

Star City—Byrd Manufacturing Co., shirts. (D).
West Helena—Mohawk Rubber Co. (Akron, Ohio), tires. Operation to begin 1956. \$1.5 million. (D).

FLORIDA

Clearwater—Aircraft Marine Products, Inc., automatic machines. Completion est. April, 1956. (C).
Hialeah—National Container Corp., paper containers.
Holly Hill—Allied Builders Products Co., 210 Carswell Ave., venetian blinds. Operation began February, 1956. (B).
Hollywood—King Boat Trailer Co., 2310 Hayes St., boat trailers. Operation began February, 1956. (A).
Jacksonville—Austill Waxed Paper Co.
Jacksonville—Besco, Inc. (subs. L. O. Koven & Bros., Inc., Jersey City, N. J.), Raymond Snedden, Manager, gas and electric water heaters. Completion est. March, 1956.
Miami—Milgo Electronics, Inc., computation devices. In operation February, 1956. (B).
Miami—Jerry Cohen, bathroom vanatories. In operation February, 1956. (A).
N. Miami Beach—Fruehauf Trailer Co., N. E. 171 Street, trailers. (D).
Ojus—Bonsals, sakrete.
Orlando—Combustion Engineering, Inc., steam generating equip.
Pine Castle—Rockford Paint Mfg. Co., paint.
St. Augustine—Featherweight Products Corp., 115 St. George St., surgical appliances. Completion est. July, 1956. (A).
St. Petersburg—Tweezer Weld Corp.
St. Petersburg—Futronics Mfg. Co. Operation to begin 1956. (D).
Sarasota—Southern Stainless Steel Wire Co., wire, wire products.
Sarasota—Myers and Son, textile. Completion est. March, 1956. (C).

GEORGIA

Atlanta—Durall Products Co. Operation to begin 1956. \$90,000. (B).
Atlanta area—Fruehauf Trailer Co., Roy Fruehauf, Pres. (D).
Decatur—Bullock Paper Co., paper products. Operation to begin 1956. \$150,000. (B).
Newnan—Marathon Corp. (Menasha, Wisconsin), John Stevens, Jr., Pres., paper cartons. Operation to begin 1956.
Rome—Dixie Aluminum Corp., tube plant. (C).
Swainsboro—electronics company. Operation to begin 1956.
Forest Park—International Fence Co., all-steel fences. In operation early 1956.
Midville—Waynesboro Garment Co. (Waynesboro, Ga.), clothing. In operation early 1956. (B).
Vidalia—Nelson Mfg. Co., Bernard Alt., Mgr., low-bed commercial trailers. In operation early 1956.

KENTUCKY

Burnside—Cumberland Corp., charcoal briquets, furfural. \$2.4 million.
Covington—Jumpin' Joe Food Specialties Co., potato and cabbage salads. (B).
Covington—Monarch Tool & Mfg. Co., tools. (B).
Gergetown—Electric Parts Co., (moving from Chicago), electric blankets. \$300,000.
Irvine—Kentucky Charcoal Co., hardwood charcoal. \$40,000. (A).
Lexington—R. J. Reynolds (Winston-Salem), tobacco stemming and re-drying. \$15-20 million. (E).
Versailles—Woodford Mfg. Co., hermetic terminals, insulators for refrigerator compressors. (A).

LOUISIANA

Baton Rouge—W. R. Grace & Co. (New York), polyethylene. Construction to begin early 1956.
Baton Rouge area—Dow Chemical Co. (Midland, Michigan), have acquired options on land on west side of Mississippi River. \$20 million.
Jefferson Parish—New Orleans Cold Storage & Warehouse Co., Ltd., W. M. Garlic, Pres., processing, freezing foods.
Monroe—Edgewood Products Corp., Harold Brady, Pres., hardwood flooring and paneling. (B).
Ponchatoula—Goldhill Frozen Foods (New York), frozen foods. Completion est. March, 1956. (C).

NEW PLANTS

MARYLAND

Baltimore—Dur-O-Wal Products, Inc., 4500 E. Lombard St. (Syracuse, N. Y.), Robert Yenny, Mgr., steel reinforcements for masonry walls. To be in operation early 1956.
Baltimore—W. B. Webster Cement Co., (224 Thorndike St., Cambridge, Mass.), adhesives and adhesive specialties. Construction to begin early spring.
Baltimore County—Maryland Cup Co., 1200 S. Eutaw Street. \$1.5 million.

MISSISSIPPI

Brookhaven—Misceramic Tile Co., tile. \$400,000. (B).
Gulfport—Gulf-Naval Stores, pressed board building materials. Completion est. April, 1956. \$400,000.
Jackson—Vickers, Inc., hydraulic controls. \$1.3 million. (D).
New Albany—Mississippi Appliance Co. (Los Angeles), gas heaters and allied products. \$1.7 million. (D).
Pascagoula—Offshore Fabricators, Inc., fabricated drilling equipment. Completion est. early 1956. \$250,000. (C).
Raleigh—I. C. Isaacs Co., clothing. (D).
Rolling Fork—Columbia Narrow Fabric Co., elastic webbing. \$300,000. (B).

NORTH CAROLINA

Brasstown—Gustave Linsean, Inc., metal working plant. Operation to begin 1956.
Hendersonville—Mountain Top Co., clothing. \$250,000. Completion est. 1956.
High Point—Navaco, Inc. John L. Ericson, Gen. Mgr. (Dallas), aluminum awnings. Completion est. March, 1956. \$200,000. (B).
Lincolnton—Shorewood Furniture, Inc., living room furniture. In operation 1956.
Unagusta—Unagusta Mfg. Co., furniture. \$800,000. Operation to begin 1956.

OKLAHOMA

Ada—Ideal Cement Co., M. O. Matthews, Pres. New unit to be added at present location. Multi-million.
Grove—Peterson Mfg. Co., clothing. (C).
Okarche—Tentrol Corp., A. M. Keyser, Vice Pres., air conditioning units. Operation to begin 1956. (A).

TENNESSEE

Alpine—Rock City Paper Box Co. (Nashville), set-up boxes. (A).
Chattanooga—Life-Long Aluminum Awning Co., 2510 Rossville Blvd., M. F. and G. W. Stallings, owners, aluminum awnings.
Dyersburg—Heckethorn Mfg. & Supply Co. (Littleton, Colorado), shock absorbers. (D).
Etowah—M. Gregory Mfg. Co., Simon Moren, Pres., jackets and sportswear. (B).
Franklin—Kusa, Inc., moving from Auburn, Indiana. Plastic toys. (C).
Graysville—Signal Knitting Mills (Chattanooga), underwear. (B).
Greeneville—Kraft Foods Co., cheddar cheese.
Huntland—Company to manufacture sports coats. Maurice Masucci, Pres. (B).
Jefferson City—Magnavox Co., cabinets for radio and television sets. Completion est. June, 1956. (D).
Knoxville—L. B. Knox Co., Kingston Pike, patented diapers. (A).
Memphis—Dean Milk Co. (Franklin Park, Ill.), have under consideration \$500,000 plant.

Murfreesboro—Allencraft, Inc. (York, Pa.), sport shirts. Operation to begin early 1956. (B).

Nashville—Steven Mfg. Corp., 59 Nestor St., Bert A. Nagy, Pres., built-in gas and electric ranges. Operation to begin early 1956. \$1 million.

Nashville—Tennessee Farmers Co-operative, Paul Quandt, Pres., feed mill. \$600,000.
Tullahoma—Aluminum Taper Milling Co., Inc. (El Segundo, Calif., William H. Brown, Pres.), aircraft parts, missile components. Completion est. May, 1956. (B).

TEXAS

Cleburne—Hobbs Trailer Co., Operation to begin 1956. \$175,000.
Plano—Hubbard & Co. (Pittsburgh, Pa.), pole-line hardware. \$250,000. Completion est. July, 1956. (B).

Nacogdoches—North Indiana Brass Co., valves. Operation to begin 1956. \$1 million.

VIRGINIA

Berryville—Doubleday and Co., Inc., books. Operation to begin 1957. (D).
Stuart—Easthampton Rubber Thread Co. (subs. United Elastic Corp.). Completion est. early 1957.
Lynchburg—Concrete Pipe and Products Co., pipe. Operation to begin 1956. \$100,000.
Riverton—Riverton Lime and Stone Co., Portland cement. Operation to begin early 1957. \$10 million.

WEST VIRGINIA

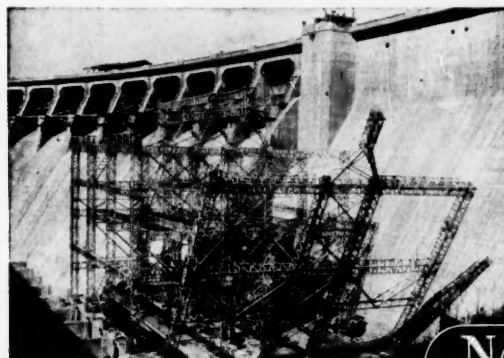
Pennsboro—Fred Symington Co., aluminum awning fabrication. Now in operation.



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NEWS IN PICTURES



Doing a thorough job of groundbreaking for W. R. Grace and Company's new polyethylene plant near Baton Rouge are (left to right) Senator Russell Long; Grace official T. T. Miller; Governor Robert Kennon; and Baton Rouge Chamber of Commerce president John Barton.

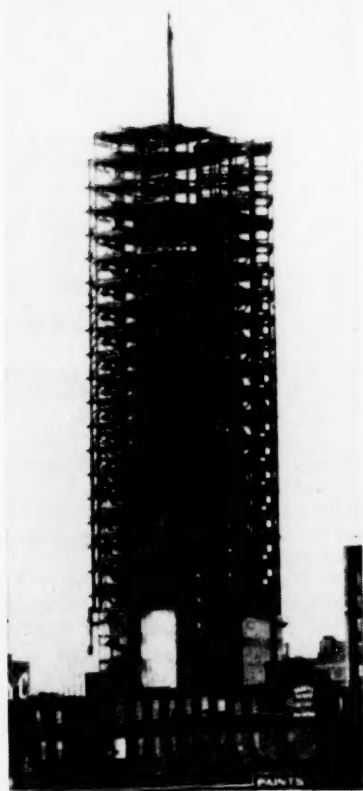


Not a hangman's noose but a safety rope trails behind this research engineer who is literally standing on air at the laboratories of the National Advisory Committee for Aeronautics, Langley Field, Virginia. Compressed air brought in by hose is directed downward through the four jets below his feet, enabling him to study the problem of controlling small helicopters.



Georgia Chamber of Commerce president Jack McDonough (right) presents a nickel-plated skill to Union Bag and Paper official Kirk Suttive in recognition of his successful handling of a series of "Eggs 'n' Issues" breakfasts with members of the State Legislature. Looking on are (left to right) Coca Cola executive Edgar J. Fario and State Chamber Chairman Peyton Hawes.

Visiting Abney Mills in Anderson, South Carolina, Mayor W. C. Johnston, a former employee of the Toxaway plant, proves he can still put up an end on a spinning frame. The tour was one of a series inaugurated by Abney Mills and Erwin Mills in 27 plants in the Carolinas and Mississippi.



Nashville's skyline will soon boast a new 30-story skyscraper which will serve as headquarters of Life and Casualty Insurance Company. Erected by Bethlehem Steel, it is the tallest building in the Southeast fastened with high strength bolts—70,000 of them. There was only a four inch clearance between lower floors and the adjacent Princess Theater building. Since this was substantially less than the 18-inch clearance required for impact wrenches, normal building procedure was reversed, and the high-strength bolts were tightened from the inside of the columns.

SASI past president Milton Fies (second from left) receives a special service award from the Bureau of Mines in recognition of his work in the underground gasification of coal. Looking on (left to right) are Alabama Power Chairman Thomas W. Martin; Bureau of Mines Acting Regional Director Earle P. Shoub; and Bureau of Mines official T. Reed Scollon.



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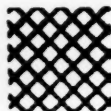
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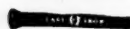


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Southern Accent

BY CALDWELL R. WALKER

Washington Editor, Conway Publications

► In the latest report on contracts awarded for public housing units, the South is shown as getting over half of all awarded in the United States. Out of awards for 2,800 units, 76 are in Alabama, 100 in Georgia, 341 in Kentucky, 28 in Maryland, 258 in North Carolina, 76 in Tennessee, 458 in Texas and 213 in Virginia.

Continued business prosperity in the South is evident from a number of important indicators. Still at peak levels are employment, payrolls and individual income; bank deposits, clearings and debits against deposit accounts; construction of most categories; transportation and communication performance; and production of electric energy.

To businessmen the most convincing sign continues to be almost universal improvement in earnings and cash position.

Judging from a sampling of first quarter conditions, profits are running along in 1956 at just about the average 1955 rate, itself a good rate.

Indicative of profits in general are those of Manufacturing industry for which exact figures are available. On the average manufacturing profits are running at the rate of 5.5 cents per dollar of sale and about 12.5 per cent on stockholders' equity, both rates being figured after payment of all taxes. Among many Southern firms reporting excellent operating results, the most recent are Union Bag & Paper Corp., Texas Gulf Sulphur Co., the three major Tobacco companies, Reynolds Metals Co., West Virginia Pulp & Paper Co., and Allied Chemical Co., reporting for its Southern affiliates.

Working capital for practically all types of business is increasing rapidly in the wake of sustained good earnings. Annual rate of working capital gain for all business is estimated to be at a current rate of two per cent per annum. The rate of increase for corporate business of all types is reported by Securities and Exchange Commission at 3.4 per cent per annum.

A high rate of individual income and saving also is reported by the Commission in its most recent report. A pro-

nounced rise in saving reflects continued gains in income along with some leveling off in consumer expenditures. This latest report is in contrast to reports for the early part of last year when individuals were increasing their debts more than their financial assets.

► The farm sector of the economy continues to be a worry to the South, but not as much as many might imagine. As a matter of fact, a goodly number of Southern states did right well with their farming chores in 1955 and show prospects of continuing the good work into 1956. States that improved their 1955 Cash Farm Income over that of 1954 are Alabama, Arkansas, Florida, Georgia, Mississippi, North Carolina and South Carolina. The other nine states had moderate declines, but as a whole the South did better than break even with 1954 whereas the Nation at large sustained a 2.7 per cent loss between the two years.

With Southern farm income holding up as well as it is, some of the avidity for rigid price supports is dropping away. It is generally conceded now that several Southern senators may vote to eliminate that portion of the farm bill which is now being debated. It becomes increasingly likely under such conditions that the agricultural aid proposals of the Administration may go through with only minor changes.

► Based on Federal Highway Aid schedules now in effect the South stands to cut for itself a handsome share of any super highway appropriations which may be authorized.

Under the present Federal Highway statute shares to the extent of one third of the total allotted to the 48 states.

The bill now before the House, introduced by Rep. Hale Boggs of Louisiana, would raise about \$13 billion in new Federal revenue over the next 15 years. Principal sources would be taxes on gasoline (1¢ per gallon additional), on tires, and on commercial motor vehicles.

Currently the 16 Southern states receive slightly less than \$200 million annually in Federal Highway Aid. Under the new legislation, if passed, the Region would receive almost \$300 million.

SOUTHERN ACCENT

Road building would be increased about 50 per cent.

As an additional provision it might be remembered that this \$13 billion is about one fourth of the total generally kept in mind for the over-all super highway program.

► Overseas shipments of bituminous coal are helping to put renewed life into the mining industry of the South. According to a report of the Coal Exporters Association of the United States, exports of coal in 1955 amounted to 34.7 million tons, or more than double the volume of 15.1 million tons in 1954.

More than 90 per cent of these shipments were cleared through Southern ports, with almost the entire quantity moving through the Hampton Roads ports of Virginia. As noted in the report, current high demand for Southern coal abroad directly reflects industrial expansion, particularly in Western Europe.

It might also be noted with good reason that demand such as this results also from the efficiency of Southern free enterprise which enables it to compete on even terms with other types after moving its product over thousands of miles of water. No doubt the high quality of Southern coal also is proving to be an effective factor.

► Southerners of nearly all ilk shared in the upward surge of personal income in 1955.

While farmers and mine workers in the 16 Southern states cannot be said to have reaped their full share on a percentage basis, all fared better in actual dollar receipts than in 1954.

The entire personal income accumulation for the United States—reported by the Department of Commerce as over \$303 billion dollars—was more than five per cent higher than in 1954.

Actual breakdown by states and cities will be disclosed in the Blue Book of Southern Progress due off the presses in April.

► Baltimore and other major ports will be surveyed to see if they can be outfitted to handle a repair work on atom-powered ships, if the Congress approves a Joint Resolution introduced by Senator J. Glenn Beall (Rep., Md.) Senator Beall's measure calls for the Army Engineers, the Department of the Navy and the Atomic Energy Commission to cooperate in a study which would be aimed at finding ports suitable for the new facilities which will be required to service nuclear vessels.

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**Colonel
M. R.
Says**

Mighty Small

Bill Windsor, who runs himself an industrial district in the sight of the skyscrapers out in Dallas, tells this one. He says that, when the visiting Russian farmers got to Texas, their interpreter, a Pravda newspaperman, got to needling the big Texas farmer who was their guide.

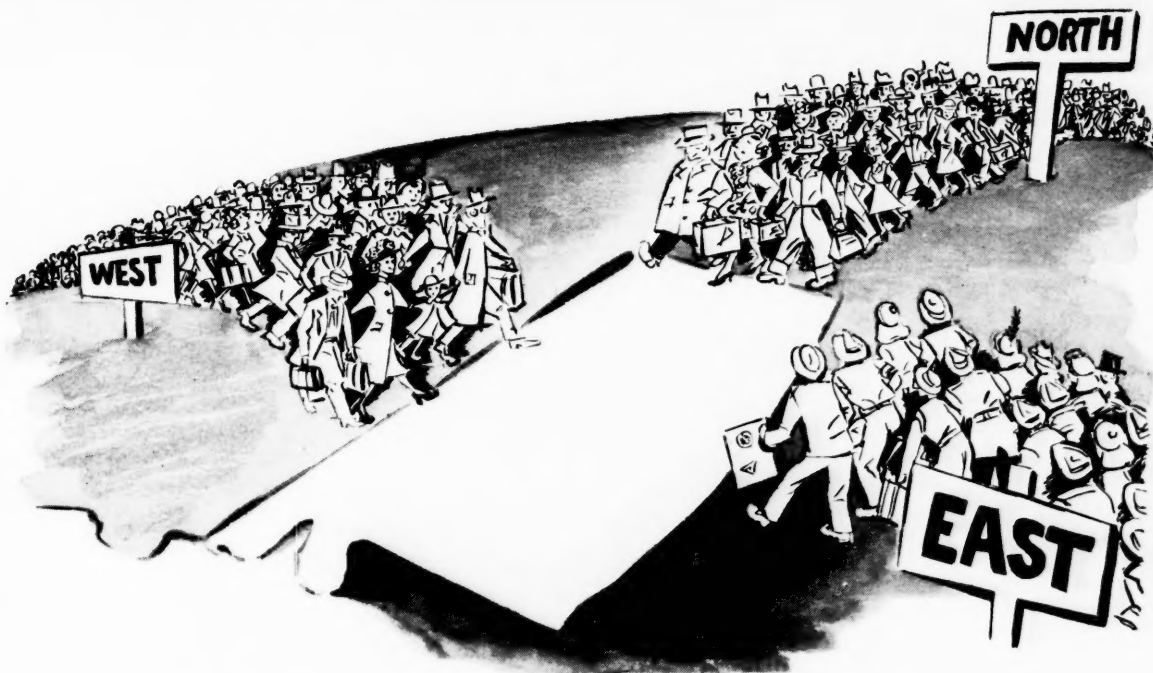
"I've heard a great many stories about how you Texans brag about having the biggest this, or the biggest that in the world, but I never heard of a Texan talking about the smallest thing in Texas. Just what is it?"

Without batting an eye, the lanky Texan replied: "The Communist Party, huh!"

The Key To the Situation

What with all the new industry moving South, we're holding a good many celebrations down this-a-way to honor the people who had good sense enough to come down and join us in this balmy pleasant Southland of ours. Let the arrangers of such celebrations take warning, though, from what happened down in Sao Paulo, Brazil. There's a great deal of industrial development in that city and, when a new plant is opened, the warm-hearted Latins really have themselves a wing-ding. Such a fiesta was scheduled last month to celebrate the opening of a new cement factory. The governor and the mayor were there; all the local dignitaries were in attendance; a beautiful black-haired, sloe-eyed miss had been selected as Miss Cement Factory. There was even a representative or two from far-off Rio de Janeiro, each clutching a speech in his hot little hands. Everything was ready—so it was thought. The Fiesta had to be postponed, though. Nobody had thought to bring a key to the place, the doors and windows were locked and the dedicators couldn't get in.

—CHARLES LAYNG



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*Here's
Why*

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